Office Appliances

WITH THE KEY ON THE COVER

THE NEWS AND TECHNICAL TRADE JOURNAL of OFFICE EQUIPMENT

Founded by GEORGE H. PATTERSON
Edited by EVAN JOHNSON

MAY
1927

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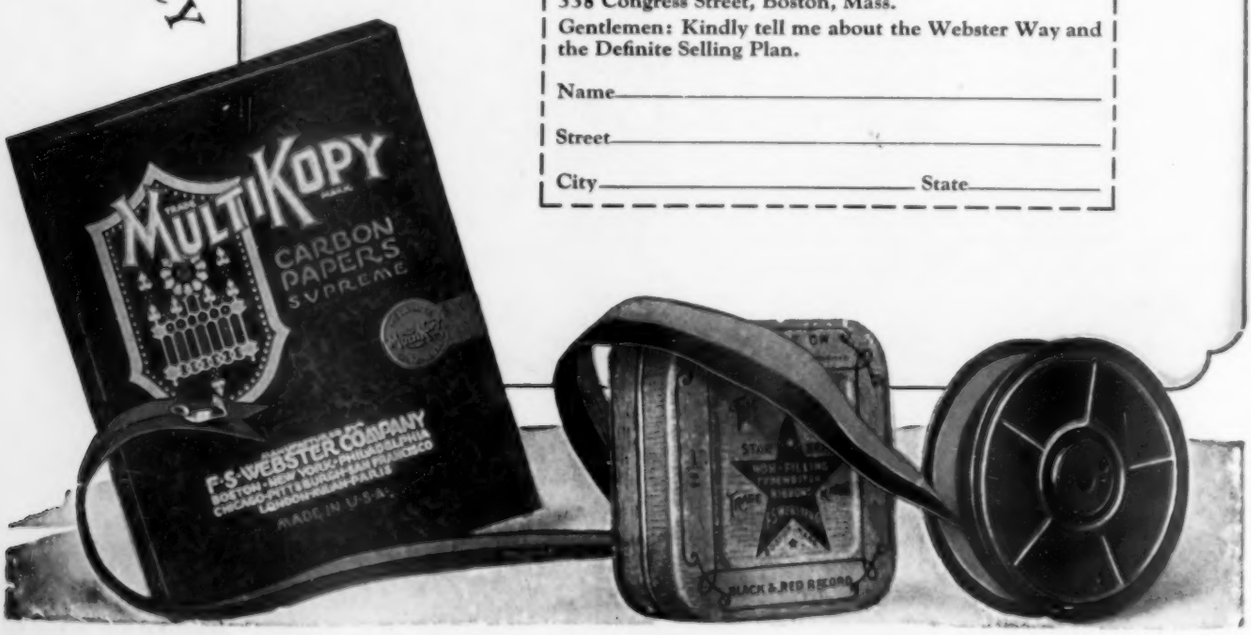

Office Appliances

Published on the First Day of Every Month by

THE OFFICE APPLIANCE CO.

417 S. Dearborn St., Chicago

EVAN JOHNSON, President — C. F. MALHOIT, Treasurer
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Phone Ashland 8319

¶ **OFFICE APPLIANCES** is a news and technical trade journal, serving the entire industry of office equipment. It covers the manufacture and distribution of office machinery, office devices, office furniture, office supplies and the entire range of commercial stationery. Its comprehensive news reports of the industry and its valuable special articles upon subjects germane to its field have given it unusual prestige. It serves a clientele composed of managers and agents for the various office machines, devices and supplies, commercial stationery dealers and many of the largest corporations in the United States. It also reaches some dealers in fifty-four other countries who deal in American office equipment.

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¶ Entered as Second-Class Matter, July 8, 1905, at the Postoffice at Chicago, Ill., under Act of March 3, 1879.

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WANTS and FOR SALE

SITUATIONS WANTED

POSITION DESIRED with commercial stationer; seven years' experience in retail stationery, also some public accounting. Capable of managing loose leaf and blank book department. Age 30. Roy F. Ericson, 5130 Dorchester Ave., Chicago.

POSITION WANTED as combination repairman and salesman or salesman. Experience on all makes of standard typewriters, repairing or sales. Address O-76, care Office Appliances, Chicago.

TYPEWRITER MAN with experience both in selling and repairing is open for a connection in or near Kansas City. Excellent references. Can start on short notice. Address R-39, care Office Appliances, Chicago.

METAL FURNITURE SALESMAN of eight years' experience establishing agencies and engineering training for built-to-order work, for banks, court houses, etc., will be available May 15th. Leading manufacturers are invited to correspond; references exchanged. Will travel anywhere. Address N-63, care Office Appliances, Chicago.

ASSISTANT EXECUTIVE WANTED

SPLENDID OPPORTUNITY offered to a young, ambitious man who has had experience in the stationery and office furniture business, to develop into a right hand man to a busy executive, of a fast growing establishment. Address M-44, care Office Appliances, Chicago.

LINES WANTED

NEW AND MARKETABLE office devices and appliances of the better sort, wanted at once for Baltimore territory. Best equipped, most progressive and successful manufacturer's exclusive distributing agency in this district. Modern Office Equipment Bureau, National Marine Bank Building, Baltimore, Maryland.

ESTABLISHED PITTSBURGH CONCERN, with trained aggressive sales organization, regularly circularizing and canvassing the territory of western New York, western Pennsylvania, Maryland, West Virginia and eastern Ohio, desires to communicate with manufacturer regarding the exclusive sale of office or plant device of proven merit. Banking references exchanged. Address with full particulars, A. P. Ingram, 417 Commonwealth Building Annex, Pittsburgh, Pa.

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WANTS AND FOR SALE, CONTINUED FROM PRECEDING PAGE

FOR SALE

ELLIOTT-FISHER billing and bookkeeping machines bought and sold. Maloney, Gilmore Co., 508 S. Dearborn, Chicago.

ELLIOTT-FISHER machines bought, sold and rebuilt. Teeter-Warsh Co., Plankington Arcade, Milwaukee, Wis.

SALESMEN WANTED

SALESMEN WANTED in North and South Carolina for the Ediphone, exclusive territory, liberal commission, bonus. The Ediphone, 250 Tazewell St., Norfolk, Va.

WANTED—Men who can sell carbon paper to handle direct factory distribution on terms most attractive to both customer and salesman. Address P-57, care Office Appliances, Chicago.

STATE MANAGER—Marvelous patented envelope sealer. Seals 2,500 envelopes an hour. Retails $4.50. Large profits. Tremendous market. Exclusive territory. Consolidated, 25 AJ, Huntington, Boston, Mass.

MULTEX, the automatic card index, radically new, with 25 vital points of superiority, wants salesmen and district organizers on liberal commission. Multex Co., Sta. E, Box 29, Atlanta, Ga.

OFFICE SUPPLY SALESMEN (2) with established clientele in Chicago can double their earnings with our salary and commission proposition. Live leads furnished. Our salesmen know about this advertisement. Address V-41, care Office Appliances, Chicago.

STEEL STORAGE and filing cabinets, best popular priced line on the market. Liberal commission; protected territory; main or side line; going big; apply for territory quick. Address T-45, care Office Appliances, Chicago.

SALESMEN—Large manufacturer of manifolding books and system forms, loose leaf sheets and lithographed business stationery selling direct to user, requires the service of several high grade men experienced in these lines. Commission basis. Protected territory. Fine opportunity. Applications held strictly confidential. Address P-58, care Office Appliances, Chicago.

OFFICE AND DIRECTORS' TABLES, most complete medium and high grade line, exclusive designs in oak, mahogany and walnut. Will interest only high class commission men who call on the office furniture trade. Give full particulars about yourself, lines now carried and territory covered. Address K-21, care Office Appliances, Chicago.

ONE OF OUR CLIENTS, manufacturing an office appliance meeting with a ready acceptance and sale by commercial stationers, desires representation in uncovered territories by salesmen calling on that trade. If you are looking for a good line on which a liberal commission will be allowed, write, giving full particulars as to experience, territory covered, and present connections, all of which information will be treated as confidential. The Walter A. Allen Agency, Box 1127, Hartford, Conn.

SALESMEN WANTED

SALESMEN WANTED—We want several high grade dependable men for our sales force.
We manufacture and sell direct to the user loose leaf forms, systems and equipment, also steel vertical filing equipment, supplies and systems.
Men who are able to qualify can earn good incomes.
Men who are hired must take our sales training course at Benton Harbor, Michigan, and be able to give a surety bond. We make students in our school a weekly expense allowance, and start them on a salary when assigned to a sales territory. If interested, apply in your own handwriting to Baker-Vawter Company, General office, Benton Harbor, Mich.

SALESMAN WANTED—By old established firm, who has had experience selling book binding products, job printing, office supplies and office furniture. Only men experienced in selling counties need apply. City of 20,000 with good surrounding territory. Give reference and experience in first letter. Address S-77, care Office Appliances, Chicago.

BUSINESS OPPORTUNITIES

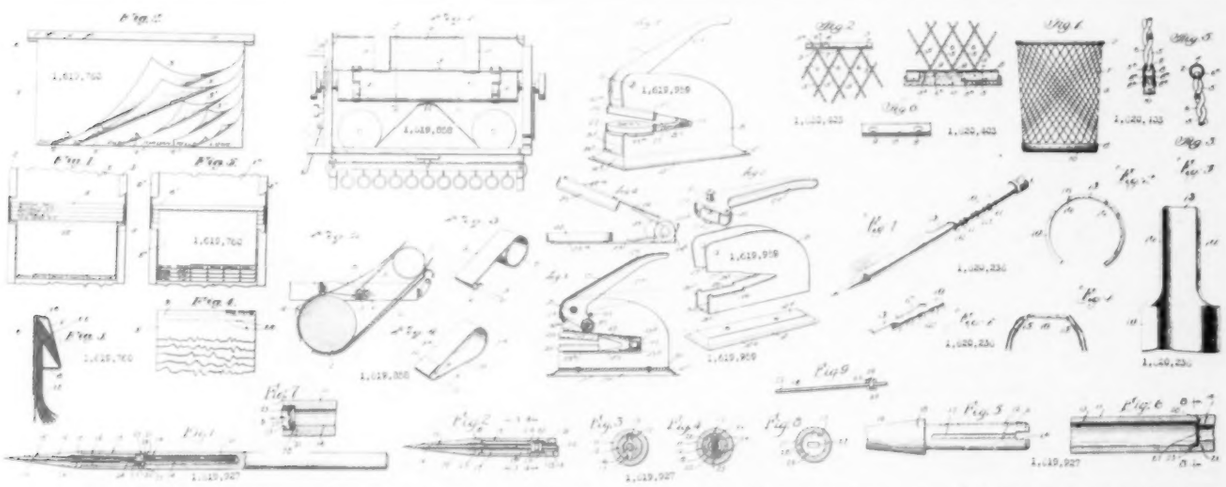
SPLENDID opportunity for young man to become financially interested in established stationery and office supply business in Chicago. State fully experience and monthly sales. Address L-46, care Office Appliances, Chicago.

BECAUSE OF DEATH of Mr. Kreul, the splendid business of William C. Kreul Co., dealers in office furniture, filing cabinets, safes, typewriters, is for sale. Established twenty years. A wonderful opportunity. Address R. W. McVety, First Wisconsin National Bank Building, Milwaukee, Wis.

FOR SALE—Half interest in established concern in New York City dealing in adding, bookkeeping and calculating machines, sales, service and supplies. Have $10,000.00 stock, material, etc., good present trade and excellent chance for Burroughs machine mechanic. Will sacrifice. Address J-43, care Office Appliances, 1701 Pershing Square Bldg., New York.

THE THOMPSON TIME file is a new mechanical device for the desk of the busy executive. Makes it easy to extend the use of the written word to cover activities which would otherwise burden the memory. The inventors wish to communicate with those who might become interested in its manufacture under royalty agreement. Address W-43, care Office Appliances, Chicago.

EXCLUSIVE OFFICE FURNITURE BUSINESS FOR SALE in growing western city with a population nearing 350,000. Controls the principal manufacturers' agencies, such as Standard, Gunn and Doten-Dunton desks, B. L. Marble Chair Co., and General Fireproofing Co. steel furniture. Now doing and has done for fourteen years the largest volume of business in this territory. Total investment approximately $30,000. Owner believes he can prove to anyone interested that this is the best purchase in America in the office equipment business. Business not burdened with overhead nor lease. T-42, care Office Appliances, Chicago.



No. 1,619,760.—Index element. Patented March 1, 1927, by James H. Rand of North Tonawanda, N. Y., assignor to the Rand Kardex Bureau of the same place.

No. 1,619,858.—Paper guide for typewriting machines. Patented March 8, 1927, by Vincent Gage of Washington, D. C.

No. 1,619,959.—Seal-press. Patented March 8, 1927, by David C. Sasseman of River Forest, Ill., assignor to F. H. Smith Manufacturing Company of Chicago, Ill.

No. 1,620,403.—Corrugated wire articles. Patented March 8, 1927, by Robert P. Southcomb of Baltimore, Md.

No. 1,620,236.—Pencil knife. Patented March 8, 1927, by Jacob Schick of Orange, N. J., assignor to Miller Reese Hutchison of West Orange, N. J.

No. 1,619,927.—Lead pencil. Patented March 8, 1927, by Michael F. Glennon of Glen Ridge, N. J.

(Lists of Patents Issued on Page 8.)

The RECENT PATENTS

Copies of patents herein listed can be obtained from the Commissioner of Patents, Washington, D. C., for ten cents each in cash, postoffice money orders or certified check. Stamps and personal checks not accepted.

1,609,943. Typewriting and like machine. Frederic A. Hart, New Britain, Conn. (assignor to Remington Typewriter Company, Ilion, N. Y., a corporation of New York).

1,610,006. Illuminated writing implement. Fritz Haller, New York, N. Y.

1,610,091. Envelope. Ada Hibbitt, Fort Riley, Kans.

1,610,110. Pen and pencil case. Daniel L. Reiter, New York, N. Y.

1,610,185. Reservoir pen. Frank Turner, London, Eng. (assignor to Thomas De La Rue & Company, Limited, London, England).

1,610,218. Loose leaf post binder. Charles A. Finley, Brooklyn, N. Y. (assignor to Boorum & Pease Company, Brooklyn, N. Y., a corporation of New York).

1,610,325. Typewriting machine. Edward G. Rowley, Belleville, N. J. (assignor to Underwood Typewriter Company, New York, N. Y., a corporation of Delaware).

1,610,640. Check writer. George M. Willis, Chicago, Ill. (assignor to Checkometer Sales Company, Chicago, Ill., a corporation of Illinois).

1,610,660. Typewriting machine. Clarence M. Crews, Brooklyn, N. Y. (assignor to Underwood Typewriter Company, New York, N. Y., a corporation of Delaware).

1,610,951. Inkstand. Arthur A. Kaul, Minneapolis, Minn.

1,610,992. Loose leaf binder. John V. Bell, Clifton, N. J.

1,619,382. Fastener for envelopes and the like. Jay G. Swab, Baldwin, N. Y. (assignor to Tension Envelope Company, Inc., of Brooklyn, N. Y., a corporation of New York).

1,619,508. Lead pencil. Clarence O. Gronberg, Elgin, Illinois (assignor of one-third to Albert M. Price, Elgin, Ill.).

1,619,522. Manifold sheet. Oscar Loewenbach, Milwaukee, Wis.

1,619,589. Loose leaf binder. William J. Steenrod, Benton Harbor, Mich. (assignor to The Baker-Vawter Company, Benton Harbor, Mich., a corporation of Michigan).

1,619,602. Silencing device for typewriters. Royal G. Daniel, Denver, Colo. (assignor to the Underwood Typewriter Company, New York, N. Y., a corporation of Delaware).

1,619,760. Index element. James H. Rand, North Tonawanda, N. Y. (assignor to Rand Kardex Bureau, Inc., of Tonawanda, N. Y., a corporation of Delaware).

1,619,858. Paper guide for typewriting machines. Vincent Gage, Washington, D. C.

1,619,927. Lead pencil. Michael F. Glennon, Glen Ridge, N. J.

1,619,959. Seal press. David C. Sasseman, River Forest, Ill. (assignor to F. H. Smith Manufacturing Company of Chicago, Ill., a corporation of Illinois).

1,620,103. Loose leaf binder. Henry B. Jennings, Jr., Leesburg, Va.

1,620,104. Loose leaf binder. Henry B. Jennings, Jr., Leesburg, Va.

1,620,105. Loose leaf binder. Henry B. Jennings, Jr., Leesburg, Va.

1,620,236. Pencil knife. Jacob Schick, Orange, N. J. (assignor to Miller Reese Hutchinson, West Orange, N. J.).

1,620,345. Fountain pen. Charles A. Haist, Fresno, Calif.

1,620,403. Corrugated wire articles. Robert P. Southcomb, Baltimore, Md.

1,620,529. Fountain pen and stand therefor. William I. Ferris, Westfield, N. J. (assignor to L. E. Waterman Company, New York, N. Y., a corporation of New York).

1,620,542. Check-endorsing attachment for adding machine. Rudolph Henry Gladwill, Ada, and George Monroe Ramsey of Altus, Okla.

1,620,628. Telephone lock. Ehron Carl Beth, Los Angeles, California.

1,620,666. Harry H. Konerman and Alphonse E. Imbus, Cincinnati, Ohio (assignors to The Globe Register Company, Cincinnati, Ohio, a corporation of Ohio).

1,621,410. Supporting rack. Everett W. House, Elizabeth, N. J.

The following February export statistics appear elsewhere in this issue: Carbons, Ribbons and Filing Supplies, Page 258; Metal Office Furniture, Page 257.

Statistics on Writing Instruments and Adding, Calculating, Bookkeeping Machines, etc., were not received in time for this issue.

Typewriter Exports

United States exports of typewriters by countries during February 1927. In exports under this classification where the machine is driven by an electric motor, the value of the motor is included with the machine. By the Division of Statistics, Department of Commerce:

Countries.	Standard, New No.		Portable, New No.		Used & Rebuilt No.		Parts of
Austria	112	$ 7,303	100	$ 4,500	310	$ 10,064	$ 726
Belgium	160	9,838	100	3,720	78	1,593	545
Bulgaria	10	543	...	....	...	....	....
Czechoslovakia	243	15,606	181	7,065	117	3,062	2,729
Den. and Far. Is.	114	7,732	67	2,547	44	2,077	584
Esthonia	11	761	6	216	...	....	....
Finland	53	3,744	230	8,405	82	3,250	9
France	1,429	106,239	1,425	56,925	434	11,807	4,316
Germany	650	46,436	370	13,740	42	1,082	11,893
Greece	26	1,643	...	....	10	150	51
Hungary	20	1,400	118	4,248	86	2,555	807
Italy	531	37,798	189	7,380	160	5,813	1,400
Latvia	4	280	10	360	20	240	....
Lithuania	...	....	4	144	...	....	....
Netherlands	247	17,101	202	7,612	60	1,450	1,520
Norway	118	7,411	11	396	3	137	11
Poland and Dan.	300	21,929	62	2,322	39	1,405	375
Portugal	117	8,516	60	2,250	1	40	....
Rumania	112	7,571	60	1,881	...	....	....
Sov. Rus. in Eu.	177	16,170	...	....	...	....	90
Spain	597	41,957	528	21,311	146	4,791	441
Sweden	407	28,123	210	7,920	32	1,270	125
Switzerland	341	22,178	280	10,556	37	1,744	2,045
Turkey in Eu.	2	145	...	....	...	....	....
United Kingdom	3,914	251,348	2,694	29,630	436	11,566	14,781
Yugo and Alb.	49	3,252	80	2,880	...	....	20
Canada	570	37,368	218	7,270	156	4,287	21,139
British Honduras	1	50	...	....	...	....	....
Costa Rica	3	235	26	1,050	1	20	12
Guatemala	66	4,614	96	3,456	...	....	....
Honduras	11	1,159	1	61	1	75	35
Nicaragua	16	1,517	24	864	2	80	....
Panama	10	843	26	986	1	70	....
Salvador	10	739	18	675	...	....	....
Mexico	661	46,666	145	6,596	32	1,199	902
Miquelon and St. Pierre	3	135	...	....	...	....	....
Newfoundland and Labrador	6	396	1	30	3	146	....
Bermuda	1	80	...	....	...	....	....
Barbados	1	100	1	45	...	....	....
Jamaica	16	1,110	2	72	1	47	....
Trin. and Tobago	19	1,222	...	....	...	....	....
Other Bri. W. I.	5	342	3	180	1	30	....
Cuba	244	15,525	83	2,988	14	400	352
Dominican Rep.	17	1,592	...	....	5	102	....
Dutch W. Ind.	...	.....	10	360	...	....	....
French W. Ind.	...	.....	3	117	1	30	....
Haitian Rep.	15	1,050	...	....	...	....	....
Argentina	901	59,952	466	16,590	186	7,716	116
Bolivia	38	3,022	35	1,575	...	....	10
Brazil	634	45,001	257	9,558	3	192	74
Chile	210	12,910	108	3,903	...	....	284
Colombia	315	23,077	345	15,068	19	911	146
Ecuador	25	1,970	...	....	...	....	....
British Guiana	12	861	...	....	...	....	....
Paraguay	30	240	...	....	...	....	....
Peru	63	4,763	51	1,914	...	....	338
Uruguay	49	3,655	10	360	...	....	....
Venezuela	96	7,541	137	5,785	1	50	161
British India	518	36,133	151	5,739	31	967	2,601
British Malaya	90	6,618	58	2,337	...	....	....
Ceylon	3	210	...	....	...	....	....
China	81	6,636	83	3,656	1	25	109
Java and Madura	216	14,383	207	9,706	33	1,327	247
Other Dutch E. I.	8	560	10	360	...	....	....
Fr. Indo-China	91	6,370	...	....	...	....	....
Hongkong	...	.....	12	540	...	....	....
Japan, inc. Chos.	29	1,943	12	2,160	22	977	125
Kwangtung	...	.....	...	....	1	25	....
Persia	1	192	2	120	...	....	....
Philippine Is.	150	15,130	40	1,616	...	....	440
Siam	...	.....	50	1,800	...	....	....
Australia	739	45,230	365	13,271	...	....	5,418
British Oceania	...	.....	3	108	1	40	....
French Oceania	...	.....	...	....	1	30	....
New Zealand	82	5,146	16	588	...	....	2,473
Abyssinia	7	560	...	....	...	....	15
Belgian Congo	2	190	...	....	...	....	....
British E. Afr.	27	1,890	...	....	2	97	....
British S. Afr.	158	11,168	94	3,547	...	....	908
British W. Afr.	27	1,905	11	395	...	....	....
Egypt	109	7,597	73	2,280	...	....	471
Algeria and Tun.	123	8,610	55	1,980	...	....	....
Other French Afr.	3	210	6	216	...	....	....
Liberia	2	316	...	....	...	....	....
Morocco	57	4,560	...	....	...	....	....
Port. E. Africa	14	974	5	180	...	....	....
Other Port Africa	11	738	...	....	...	....	....
Canary Islands	...	.....	...	....	5	192	....
Other Span. Afr.	...	.....	...	....	2	105	....
Total	16,405	$1,120,187	10,306	$385,960	2,672	$83,236	$78,862

Shipments of Typewriters to Non-Continguous Territories.

Alaska	[Number]	47	$2,854
Hawaii	[Number]	93	6,487
Porto Rico	[Number]	53	3,492

House Organ Philosophy

Man is a strutting animal. The average specimen will spend twice as much time on "showing off" as he will on solid comfort.—The Coach (published co-operatively by the Boorum & Pease Company, Eastern Manufacturing Company, C. Howard Hunt Pen Company and Sanford Manufacturing Company).

* * *

Among a man's worst enemies are the friends who heap flattery upon him.—Faultless Bulletin (The Stationers Loose Leaf Company).

* * *

It's a bad sign when a driver reads only the billboards.—Art Metal Welder (Art Metal Construction Company).

* * *

Misery loves company, and sometimes the result is matrimony.—Bramwords (The Bramwood Press).

* * *

A sense of humor is the real fountain of youth.—Office Topics (The Baker Printing Company).

* * *

Many a man thinks himself a flame when he's only an ember. —Quality (Clarke & Courts).

* * *

Half a loaf is better than no vacation.—The Office Cat (The Richmond & Backus Company).

* * *

If you are a good job, you should worry.—The Webster Way (F. S. Webster Company, Inc.).

* * *

He has hard work who has nothing to do.—Strathmorean (Strathmore Paper Company).

MINTINGS

A Page Dedicated to Progress

Principle is defined in the dictionary as the fundamental truth of all things. True progress consists in getting these truths into consciousness, whereby thoughts, words and acts are directed in accord with principle.

"Disorder and inharmony result from a consciousness in which there is little order and harmony. One who lets his state of mind become disorderly throws all his affairs into the same condition. The solution is a consciousness of law and order.

"Declaring order in one's affairs causes all things to come into proper relationship. The law adjusts conditions and causes disorderliness to change into orderliness. When disorder, injustice and lack show forth in one's affairs, he may know that somewhere there is disorder. He should set about realizing that there is no disorder, injustice or lack in reality; he should realize that only order has place and power in God's kingdom. All confusion will pass away when one realizes divine order.

"The law of order is the law of right adjustment. It is like the voice of the officer which calls his soldiers to duty. It is the law upon which the orderliness of the universe rests. It is the law that causes the orderly relationship between moon, stars and planets. Man has power to use this same law in his own affairs and to establish therein the same order and harmony."—Unity.

* * *

"Most men no longer accept as true the mysteries and the magic in which the majority believed thousands of years ago. Their untruth has been revealed to man by the intelligence in which he lives and moves and has his being.

"The laws of the universe are immutable. Have always been immutable.

The sun never 'stood still' by command.

No stream ever gushed from the rock at the touch of a magic wand.

No sea ever parted its waters upon command.

No river ever piled up its stream at the touch of a cloak.

No empty cruses were ever filled with oil from empty cruses.

No graves ever opened to have their company of dead appear on the streets.

The earth it neither flat nor square. Nor is it the center of the universe.

The sun does not revolve around the earth.

Witches never existed."

* * *

"With respect to mystery, everything we behold is in one sense a mystery to us. Our own existence is a mystery; the whole vegetable world is a mystery. We cannot account how it is that an acorn, when put into the ground, is made to develop itself to become an oak. We know not how it is that the seed we sow unfolds and multiplies itself, and returns to us such an abundant interest for so small a capital.

"The fact, however, as distinct from the operating cause, is not a mystery, because we see it, and we know also the means we are to use, which is no other than putting the seed into the ground. We know, therefore, as much as is necessary for us to know, and that part of the operation we do not know, and which, if we did, we could not perform, the Creator takes upon Himself and performs it for us. We are, therefore, better off than if we had been let into the secret, and left to do it for ourselves.

"But though every created thing is, in this sense, a mystery, the word mystery cannot be applied to moral truth, any more than obscurity can be applied to light. The God in whom we believe is a God of moral truth, and not a God of mystery or obscurity. Mystery is the antagonist of truth. It is a fog of human invention, that obscures truth, and represents it in distortion. Truth never envelopes itself in mystery, and the mystery in which it is at any time enveloped is the work of its antagonist, and never itself."—Thomas Paine.

* * *

"The history of persecution is a history of endeavors to cheat nature, to make water run up hill, to twist a rope of sand. It makes no difference whether the actors be many or one, a tyrant or a mob. A mob is a society of bodies voluntarily bereaving themselves of reason and traversing its work. The mob is man voluntarily descending to the nature of the beast. Its fit hour of activity is night. Its actions are insane like its whole constitution. It persecutes a principle; it would whip a right; it would tar and feather justice, by inflicting fire and outrage upon the houses and persons of those who have these. It resembles the prank of boys who run with fire-engines to put out the ruddy aurora streaming to the stars. The inviolate spirit turns their spite against the wrong doers. The martyr cannot be dishonored. Every lash inflicted is a tongue of fame; every prison a more illustrious abode; every burned book or house enlightens the world; every suppressed or expunged word reverberates through the earth from side to side. The minds of men are at last aroused; reason looks out and justifies her own, and malice finds all her work vain. It is the whipper who is whipped, and the tyrant who is undone."—Emerson.

Here is a portrait of Samuel C. Hull of Baltimore, who, though totally blind and without the use of his left arm and leg as a result of paralysis from wounds received in the World War, refuses to be a charge upon the Nation, and has, by the qualities of courage and self-discipline that made him a good soldier, made himself an efficient typist and a useful, self-supporting citizen.

With the portrait of this young man we dedicate this page to the men in every country who have made their great sacrifice to patriotism. We renew our own and your appreciation of the obligation of affection and good will due to these men who have given so greatly for their respective countries. Though the years are slipping by, let us not forget, but whenever opportunity comes, let us do these men some service that they may know they are never to be forgotten.

Office Appliances

EDITORIAL

Help the Flood Sufferers

THE Father of Waters has gone on his annual spring rampage. But this year he and his family of tributaries have been more than usually destructive—so much so that the catastrophe is tragic in the highest degree. Hundreds of thousands of people are homeless; many have lost all the property accumulations of their lives and worst of all, thousands have been swept to death in the rushing waters. Once prosperous towns have been swept away and others are covered under many feet of water. On farms buildings and livestock are gone and with the receding waters will appear a picture of ruin and desolation.

The people in these flood districts need help now and they will need it later on. It is the duty of everyone who can to make some contribution for the relief of those now in need and to keep alive a practical interest in them when their lands are once more accessible. It is certain that there will be official action by the states of the flood districts and by the United States Government to devise some way to prevent the recurrence of such a tragic event.

Some Mistakes of Exporters

THE other day we asked a friend who is thoroughly up on export sales and export practices for an article to appear in the annual Spring number of THE OFFICE APPLIANCE EXPORTER. We suggested as the subject, "What U. S. Manufacturers Do For Buyers Abroad."

"That's a great subject," said our friend. "There is a considerable number of United States manufacturers who are serving the foreign buyer in every reasonable way. But there are outstanding examples to the contrary. And right now a journal with the prestige of OFFICE APPLIANCES should have the 'intestinal fortitude' (our friend used the shorter term) to bring out in plain language the other side of the matter: What some manufacturers do not do for buyers abroad. An article on that subject would open the eyes of some of our so-called export business houses to the shortcomings of their organizations, and would result in fewer complaints on the part of foreign buyers."

"Interesting," said we. "Go on. Get it off your mind."

"Say," replied our friend, "if you could look through correspondence between some United States exporters and their customers abroad, you could get good material for half a dozen articles. You would find frequent reference to:

"Faulty packing of goods for export. (Packing is tremendously important.)

"Essentials omitted from the invoice and packing lists; such as details of contents, proper weights and measures, correct distribution in the cases as to case number, mistakes in prices. All of which cause extensive delay and great annoyance and embarrassment to the buyer.

"Omission of special attachments or even regular and necessary parts, due to improper control at the factory.

"And then that, shall I say 'occasional' when 'frequent' would be the better word, substitution of the 'American salable' articles which happen to be in stock for the slightly different articles ordered by the buyer because of their adaptability to the requirements of the foreign market.

"But that is not all. You would think it would be apparent to even the novice in the export business that advertising matter printed in English has but a small call and very limited use in the foreign market. But English matter is sent in immense quantities. Tons of it are sent annually, not only never to be used, but much of it to be destroyed and some of it to be returned to the American manufacturer at his expense.

"There is quite another side to the cultivation of foreign business which you cannot help but realize as of vital importance to the manufacturer operating abroad: The qualifications of the man sent out as representative.

"How many times have you known of a company just starting in to cultivate foreign business to send their 'cracker-jack' United States salesman on the foreign mission. He starts out with a liberal supply of travelers' checks and a map of the foreign territory in his pocket. The steamer on which he travels carries an excessive consignment of merchandise. The salesman's instruction is to go out and establish the new line even if he has to break the market. These men are nearly always fine chaps. Their failure is due to their inexperience or their lack of proper instruction. Many of them stay abroad only long enough to use up their checks in a combination sight-seeing and business trip. The old snap that worked so well at home is not effective abroad. They get discouraged and quit, many times having made a bad impression on the few foreign buyers with whom they actually did get in touch. Frequently the American manufacturer is left with a consignment of goods in the custom house to be peddled out by wholesalers and jobbers by correspondence and occasionally with the aid of the American consulate. Sometimes a new man who has a better understanding of the business is sent out and succeeds in placing the goods. But it is an expensive operation and very unsatisfying to the manufacturer.

"During the past two years I know of four men representing large American interests who have wandered about the foreign field striving to clear up stocks and resolve difficulties caused by failure of the home organization to go after the foreign trade in the right way. You can imagine the loss of prestige to such firms and the enormous expense to which they have been put without accomplishing anything that was satisfactory."

Our friend is right. Half a dozen good articles could be built upon his conversation. But why develop articles? Manufacturers in this field who have got off on the wrong foot in their efforts to establish relations abroad will find our friend's mere outline sufficient. He is correct in his surmise. We do receive complaints from many friends throughout the world.

On the other hand, we receive some fine commendations of the principles and practices of some American exporting manufacturers. The concern with which our friend is associated is one of them. And there are many more.

On this subject it was our intention to publish in the May issue an article written by Walter Wyman, general sales manager of The Carter's Ink Co. for *Sales Management* of Chicago. Mr. Wyman's article is a reply to an attack on United States exporters in a recent number of *Harper's Magazine*. Mr. Wyman speaks with authority. He knows export practices, too. We hope to present his article in the June number.

Business Conditions Abroad Improving

REPORTS from Consular representatives of the United States and from travelers returning from abroad are quite generally to the effect that business in the principal countries outside the United States is in better condition than it was a year ago. These reports indicate that domestic trade in nearly all countries is improving and that international trade is looking up. In many countries the figures show larger imports offset to an extent with larger exports, indicating a reviving trend of commerce.

There are still a few dark spots on the map where no trade revival appears, but these are comparatively few. Of course, there is as yet no striking upward movement, but rather a slow, but apparently steady trend toward better times.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

of Office Appliances, published monthly at Chicago, Ill., for April 1, 1927.

STATE OF ILLINOIS, County Cook, ss.

Before me, a Notary Public in and for the state and county aforesaid, personally appeared C. F. Malhoit, who, having been duly sworn according to law, deposes and says that she is the Treasurer of the Office Appliance Company and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are: Publisher—The Office Appliance Company, 417 South Dearborn street, Chicago, Ill. Editor—Evan Johnson, 312 North Kenilworth avenue, Oak Park, Ill. Managing Editor—Evan Johnson, 312 North Kenilworth avenue, Oak Park, Ill. Business Manager—John A. Gilbert, 310 Forest avenue, Glenn Ellyn, Ill.

2. That the owner is: (If the publication is owned by an individual his name and address, or if owned by more than one individual the name and address of each, should be given below; if the publication is owned by a corporation the name of the corporation and the names and addresses of stockholders owning or holding one per cent or more of the total amount of stock should be given.) The Office Appliance Company, 417 South Dearborn street, Chicago, Ill.; Evan Johnson, 312 North Kenilworth avenue, Oak Park, Ill.; Estate of Albert H. Hitchcock, Mountain Lakes, N. J.; C. F. Malhoit, 817 West 70th street, Chicago, Ill.; Donald C. Miller, 6157 St. Lawrence avenue, Chicago, Ill.; John A. Gilbert, 310 Forest avenue, Glen Ellyn, Ill.; Hobart W. Martin, 677 Wrightwood avenue, Chicago, Ill.; Chas. H. Everly, Mohegan Heights, Tuckahoe, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is ..... (This information is required from daily publications only.)

THE OFFICE APPLIANCE COMPANY,
C. F. MALHOIT, Treasurer.

Subscribed and sworn to this 28th day of March, 1927.

[Seal] BESSIE K. FERGUSON, Notary Public.

(My commission expires October 16, 1930.)

IS SUCCESS A GIFT?

Doubtless there are ball players who believe that if they had the size and strength of Babe Ruth they would hit as many home runs as he does.

There are golf players who believe that if they could get Bobby Jones to show them just how he holds his club they could give him a close rub for the championship.

There are tennis players who believe that with Bill Tilden's long reach or with Suzanne Lenglen's speed they could make a clean-up at Forest Hills.

There are business men who think that, given the initial capital of any rich man, they could swat the market for a row of national banks, or could build a business that would make Standard Oil look like a chain of hot dog stands

The country is full, too full, of men who think that all they lack of going great guns is for somebody to give them the guns.

In the estimation of these wistful, wishful gentlemen success is a gift, a natural endowment. It is something that grows on one like a wart or a bunion. They only hope it may happen to grow upon them.

What shall we do to reduce the number of the men who are waiting and wishing for success, and to increase the number of men who are going after it.

One thing I am going to do, and I am going to do it now. I am going to say to such men, if any of them are sufficiently awake to be reading a live business publication, "You are all wrong. Success is not found on Christmas trees. It is not brought by Santa Claus. It is more like a mining or a crop raising proposition. You earn it by digging for it and the sooner you begin operations, the sooner you will know what it is like to have a little success of your own."

Frank Farrington's Business Talks for 1927. No. 5.

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The Perpetual Inventory

Being the Fourth of a Series on Stationers' Problems. The Present Article was Preceded by "Efficiency in Store Operation" in February; "The Mooted Question of Turn-Over" in March, and "Playing Favorites and Buying Mixed Lines," in April.

OFFICE APPLIANCES has requested the views of a number of the country's foremost stationery concerns in different sections on the maintenance of a perpetual inventory and the advantages or otherwise of such a system. Several interesting replies were received, of which the following is a digest:

A widely known Southern stationer says: "I am interested in perpetual inventory. I am interested in anything that points to advancement or progress in the stationery business. I have recently become very much interested in stock control and feel that it is of more value than perpetual inventory.

"First of all, both stock control and perpetual inventory have a direct bearing on the all-important question of stock turn-over. I have recently given serious thought to the latter subject, and whereas I believe it is one of the greatest and most important organs of the industrial anatomy, still I believe there are three other turn-overs that should not be overlooked, and I am sincere in saying, are just as important as stock turn-over.

"The turn-over of accounts should be carefully watched and comparisons made year by year. I mean by this that all good accounts on a merchant's books ought to be kept active by close vigilance.

"Turn-over of labor: I mean by this that we should in all possible ways get the maximum amount of help and efficiency out of our employees, for the average stationery establishment is not up to normal production when it comes to labor turn-over.

"Last, but not least, your turn-over of credits should be watched with the greatest care and not be left exclusively to the credit man or office manager, but should be given careful consideration by an executive. The credit turn-over will save the stationer many dollars during each year of business, provided it is carefully watched and collections are made promptly and as near maturity as possible."

Perpetual Inventory Opposed

E. H. Sell of E. H. Sell & Co., Columbus, Ohio, former president of the National Association of Stationers, Office Outfitters and Manufacturers, believes that owing to the multitude of items carried in the average stationery and office equipment store and the necessity for many departments, the perpetual inventory is not practical.

"The most carefully operated perpetual inventory system ever devised," says Mr. Sell, "has never been able to give accurate information; in fact, it doesn't come close to accuracy. The same amount of labor necessary to operate a perpetual inventory diverted in other directions would bring much greater results. This is the day of service, and any spare time one can find should be directed toward this end.

"I have been in the stationery business for over thirty-three years and in that time I have been blessed with a great many friends. I get out for orders myself in connection with seven other salesmen in my employ.

"I do believe that on some of the larger items like desks, chairs and filing cabinets and items generally sold in the office equipment department, an inventory should be carefully kept. Certain articles may be found to have been in stock too long and should be moved. This information, of course, can be obtained only by keeping an inventory of the larger items.

"I believe if the average stationer would confine himself to fewer lines and thereby keep his stock down to the lowest possible level, that he would profit greatly. By this I mean that every stationer should carry one or two lines of the popular makes of ink, pencils, etc., on which he can make a profit rather than to carry an insufficient stock of everybody's goods. During the past year we have eliminated many lines and thereby reduced our stock, with a very small loss in our retail business.

"Most of the concerns I know who have attempted to keep a perpetual inventory have discontinued it after a thorough trial. Perpetual inventory can not be adapted to any business, large or small, without a great deal of labor."

In the Affirmative

F. B. Hudson, governor of District No. 8, Muskogee, Okla., says that his house, The Star Printery, has not adopted perpetual inventory, but that he is convinced from conversation with others, that it is a profitable and satisfactory thing to do. Mr. Hudson says that the advantages seem to be the close control one has over his stock, the ability to buy more intelligently and the more profitable returns the dealer is able to show on investments at the close of the year.

Some have deferred adopting the system because of the apparent endless amount of detail that would be required to install it and keep it up. "Not having come in contact with any stationer who has abandoned the system after putting it in use," says Mr. Hudson, "I believe the work of keeping it up is overestimated by most of those who have not given it a practical trial. From the public speeches and talks I have heard on this question of perpetual inventory it appears to me that smaller concerns can handle it equally as well and perhaps more easily and with just as much satisfaction and profit as the larger ones and it should not increase labor to any great extent."

"Some Form of Stock Control," Says Mr. Stott

C. A. Stott of Charles G. Stott & Company, Inc., Washington, D. C., is an advocate of stock control. He says: "We believe the average stationery store can and should maintain an efficient stock control. This stock control may take the form of a perpetual inventory, namely, the posting to some record of every purchase and sale; of a purchasing guide or control (i. e., a record showing purchases and the inventory at the time of the purchases). Variations of the above stock control are vital to any merchandise business. They have always existed in some form or other. Until comparatively recently, they have existed in the form of more or less correct experience and judgment in a man's mind, this man being the buyer. Experience and judgment are necessary and always will be necessary, but today indisputable facts and figures are neces-

sary for any merchant who wants to control his inventory, rather than let his inventory control him.

"The advantages of a stock control are, briefly: It permits the buyer or proprietor to know the exact sales of every item during any period of time; to know the average stock carried of every item and, therefore, to know the turn-over on every item. With this information, he can vary his inventory of every item to show him the turn-over he desires. It permits the determining of just when an item becomes unprofitable and must be discontinued, gradually bringing his entire inventory to a point where every item is profitable insofar as turn-over is concerned. It shows just when a fast-selling item reaches the point where the buyer is justified in carrying a larger stock of this item, thereby ordering in larger quantities and obtaining a better price or other advantages. Once minimum and maximum quantities are established (which is comparatively simple) a buyer can turn over eighty per cent or more of the details of ordering staple goods to a lower-priced employee and know that the ordering will be done as correctly—if not more so—than he can do it without the use of a stock control record. There is a great saving of time when ordering is done under a stock control record; for example, in our experience, it formerly took from three to five hours to take stock of our loose leaf department and place an order. We now do this in about fifteen minutes, using a comparatively inexperienced employee and do it more completely and more correctly than under the old system. Our stock control record constitutes a correct master index for our entire inventory of staple goods. If an item appears on our stock record, it means that we carry this item in stock. If it does not appear on our stock record, we do not carry it. Of course, any items which we have discontinued or intend to discontinue are so signalled. When perpetual inventory is used with maximum and minimum figures, a signal is inserted automatically by the stock record clerk the moment that the stock of any item reaches the minimum figure. With few exceptions, this insures stock being ordered in plenty of time to be received before the stock on hand runs out. Under a perpetual inventory this record can be referred to at any time to determine the amount of stock on hand of any item, which saves the trouble and time of making a physical count of the stock in question. Moreover, we find that contrary to what might be expected, more errors in count are made in taking physical inventory than are made by our perpetual stock record.

"We have been told by others that they thought a stock record would be impractical because of its expense; the difficulty of finding and training the proper person to handle it; its inaccuracy. (Our answers to these objections are found above.)

"We do not believe that a perpetual stock record as we have defined it above, can be used profitably in a small business (a business with sales under $100,000). For a small business it would probably be better to control inventory by what we have called a 'Buyers' Guide' or 'Purchasing Record' and, of course, by demanding of each department a reasonable turn-over of its inventory."

Mr. Parkin Describes His System

J. H. Parkin, Parkin Printing & Stationery Company, Little Rock, Ark., believes that the average stationery store cannot maintain a perpetual inventory on its strictly retail stock, assuming that the store is large enough to have its stock divided into stock kept in a reserve stock room and stock kept on retail shelves. "I consider it impossible to keep a perpetual inventory on the stock that is kept on the shelves and retailed to customers, but I think it is a good thing to keep a perpetual inventory on stock that is held in reserve. The advantages to be obtained from a perpetual inventory including a large number of small sales would not offset the expense of the clerical work involved, considering the ease and speed with which accurate information can be had in the retail department.

"The advantages of the perpetual inventory are ability instantly to commence figuring the value of the merchandise on hand; to be able to tell instantly the amount on hand of any particular item, and the ability to make up an order for replenishing stock without having to take stock. Where the number of items is enormous and the quantity of each is small, dealers have judged the system impractical. The work is too much for the regular force."

Mr. Parkin suggests a system which he believes the average stationery store should use. It is one he himself has used for many years and he has been able to keep his stock assortments very complete without carrying an overstock and to detect immediately the items that moved too slowly. The system consists of the use of ruled sheets, upon which are listed all the items with numbers, sizes and descriptions purchased from a manufacturer. Only items from one manufacturer are listed on one sheet. After these items are listed, a number of vertical columns are ruled which are headed clear to the right hand end of the sheet as follows: "O" which means Ordered. The date is also shown at the top of the column. The next column is headed "S" for Stock and the date is shown. The next column is headed "O" and the next "S" and so on. This system is simple and satisfactory. Any one who has never kept such a record will be astonished at the slowness with which some lines sell and can soon tell which items to weed out. They will soon see that it is impossible to retain in the mind accurate information as to how dozens of items are selling. I would no more make up an order for merchandise without comparing each item with its previous selling record than I would continuously draw checks from my bank without knowing what my balance was. Another advantage of this system is that the user orders every item that may be short from a given manufacturer whenever he makes up an order from him. Without this system items are frequently overlooked, but with it one can not overlook shortages.

Mr. Harvey Prefers Stock Control

Joe E. Harvey, governor of District No. 14, Los Angeles, Calif., expresses himself as follows on the subject of perpetual inventory.

"The average stationery store will not keep up a perpetual inventory. Entering the date, the amount of goods received and entering each sale as made looks like too much detail, and it is, but the average stationer will find it profitable to keep some kind of stock control. I refer to a retail store, most of whose goods go out in small lots, along with very large sales. I believe firms that have adopted perpetual inventories may be classed as larger than average, carrying reserve stocks probably, but I doubt if their records show each small sale. It is practical, I believe, to keep a perpetual inventory on original packages. Such records will reduce inventory in most cases and stocks will be kept in better condition by reason of them.

"Perpetual inventory is not practical in a small business. A stock control of some kind is needed in businesses of all sizes. It is practical and will not involve

the labor one thinks it does, who has never tried it. We have been using a stock control with our loose leaf goods, three lines of blank books and our line of filing cabinets and supplies for several years, and instead of meaning extra labor we find it lessens labor. Our list is not perfect and we look forward with interest and pleasure to a visit from Charles Marshall of Atlanta, who at the meeting on June 14 will explain to Los Angeles stationers the method so successfully used by his firm. There is a lot of difference between a perpetual inventory and a stock control and every one who has an opportunity should read up and listen in on anything he can get along this line."

"Can't Be Done Profitably," Says Mr. Martoccia

L. J. Martoccia, secretary and purchasing agent of the Daytona Book & Stationery Company, Daytona Beach, Florida, takes the view that perpetual inventories in the average stationery store cannot be profitably maintained. He says that apparently in more stable communities where year-round buying can be depended on, the two big ideas are: Increased turnover and, consequently, smaller stock. Those who have regarded the system as impractical had a view to special conditions in their communities, such as heavy seasonal fluctuations, in ours for instance; businesses in which the original cost and upkeep would equal or overbalance the economies to be derived; the ever menacing possibility of top-heavy organization, resulting in fixed expenses comparatively large in proportion to current reduceable, regulateable expenses.

Mr. Kleinschmidt Holds a Different Opinion

H. H. Kleinschmidt, president of The Tribe of K, Gary, Indiana, says that the average stationery store can keep perpetual inventory at little expense, if it is desired to maintain it.

"Personally," says Mr. Kleinschmidt, "I think it would more than pay for its cost and would stimulate turn-overs of stock and give assurance of having stock on hand to meet the demand, because it would give exact information of what the consumption really is on different lines at different periods. The reason many stores have abandoned perpetual inventory is because they went a little too far with it. We handle all of our inventories on a monthly or semi-monthly basis, keeping track only of the stock on hand and the orders. This tells us at a glance the same thing that the perpetual inventory does with considerably less expense of operation. I do not see how it would be possible for even a small place to keep up perpetual inventory without extra expense, but I am of the opinion that if they would do as we do—actually take an inventory once a month of everything in each department—that the same results would be accomplished without any increase in the labor cost."

"BABE RUTH" SIGNING CONTRACT TO PLAY IN THE MOVIES.—He is Shown in the First National Studios at Burbank, Calif. All First National Executives Are Provided with "Lifetime" Desk Fountain Pen Sets, Shown in the Illustration. Reading left to right: Ned Marin, Western District Manager for First National Pictures; M. C. Levee, General Executive Manager; R. A. Rowland, Vice-President and General Manager; "Babe Ruth"; John McCormick, General Manager of West Coast Production; Wid Gunning, Producer; Ralph Spence, Famous Screen Comedy Title Writer

Typewriter Man Enters House of Lords

Clifford A. Angel, until recently a typewriter salesman and mechanic in Oklahoma, has succeeded to his father's estate and title in England, inheriting the equivalent of about $2,000,000, it is said, as well as his father's title and place in the House of Lords.

He recently returned to England to assume his new responsibilities.

He worked for the L. C. Smith & Bros. Typewriter Company in Oklahoma City under J. W. Densford, who was branch manager for a number of years, and later for the L. C. Smith dealer, A. E. Davis, at McAlester, Okla. His letters to Oklahoma friends have not contained much detail, but others are expected which will give all of the particulars.

So far as we know, Mr. Angel is the first typewriter man to enter the upper house of the British Parliament.

World's First Duplicating Machine

Thomas Jefferson, statesman, philosopher, scholar and inventor, third President of the United States, constructed a device whereby a writer could use one pen and at the same time actuate another, producing two copies of a letter or document in the writer's own hand at one writing. When the user dipped for ink, the other pen did likewise. There is a modern device using fountain pens which produces five, ten or more copies in a similar way—used principally by financial or disbursement officers who are called on to sign large numbers of checks, vouchers, etc.

Jefferson is portrayed in the accompanying picture by a student of the University of Virginia for the Virginia State Chamber of Commerce. This is one of several scenes illustrating the life and activities of Thomas Jefferson given in connection with the final events of the Sesqui-Centennial Year of American Independence. These scenes were staged at Monticello, Jefferson's old home, on April 13 last—the one hundred and eighty-fourth birthday of Jefferson. The table shown in the photograph is said to be the first table in the world to have a revolving top. It was also invented by Jefferson. Members of the University faculty as well as students took part in the scenes.

UNIVERSITY OF VIRGINIA STUDENT IN WIG AND COLONIAL ATTIRE, REPRESENTING THOMAS JEFFERSON WRITING WITH ONE OF HIS OWN INVENTIONS.—International Newsreel Photo.

Kansas' Oldest Typeriter Operator

Early in February, the following item in the Chicago Daily News came to our attention:

"Kinsley, Kas., February 2.—A. J. Rapp of this city has received a medal which he won for having the oldest typewriter in actual daily use. It is an old type Caligraph machine and is still in fine condition. Rapp first used this machine while a county officer in 1891."

We sent the foregoing clipping to Mr. Rapp who has replied very interestingly. Mr. Rapp, by the way, is eighty-two years of age and it is quite likely he is the oldest typewriter operator in the state of Kansas. How he obtained the typewriter he describes as follows:

While Mr. Rapp was serving his first term as clerk of the district court, a young man came to the office one day carrying something that Mr. Rapp knew to be heavy by the way he handled it. It proved to be a Caligraph typewriter No. 3. The young man began to describe the virtues of this great invention but, said Mr. Rapp, "I did not hear much of what he said because I was considering the beauty and utility of this machine and what it could do for us. My office was a place where hard work was done. Many

A. J. RAPP, 82-YEAR OLD CALIGRAPH OPERATOR OF KINGSLEY, KANSAS

mortgages were coming due, the attorneys wanted copies of many of the papers. Of course, I bought a typewriter. We were delighted with it when it came for it was the third machine in the county. The judge's court stenographer had a Caligraph and our prominent attorney, Fred Dumont Smith, had a Smith Premier. It was no mean distinction at that time to have a typewriter. My daughter was pretty active in church work, more especially in our young folk's societies. She did many things that could be done better with the typewriter than with the pen, helping out in many social activities.

The typewriter is still in good condition, although Mr. Rapp says it needs a few adjustments which he no longer has the inclination to attempt.

Reverting to the subject of his work as clerk of the district court, he said that his first term was very busy. His daughter assisted him, turning out volumes on the new machine. Mr. Rapp was re-elected by a very large majority on account of the excellent work done by himself and his daughter. Towards the latter end of the second term, the work began to get lighter, for most of the mortgages had been cleaned up. At the close of the term Mr. Rapp withdrew from politics and went into the hotel business, becoming proprietor of the Hotel American. After fifteen years his health demanded a change and he sold out and retired from active business.

Wins as World's "Highest" Typist

Grace E. Smith, 514 South Thirty-fourth street, Tacoma, Washington, won the world's "highest" typewriting contest on the shoulder of Mount Tacoma on a Sunday afternoon not long ago. Miss Smith made high speed considering the fact that the dictation in the snow was an entirely new experience to her. The occasion was the first annual midwinter carnival of Knapp's Modern Business College, students and faculty.

In deep white snow, with the typewriting machines on an improvised table made by laying toboggans over boxes five girl students competed for a silver loving cup. The contest was not only a test of speed, but of stamina and

START OF WORLD'S "HIGHEST" TYPEWRITER CONTEST. Illustration shows W. H. Knapp timing the contestants

endurance under trying conditions, as well. The average number of words was much lower than usual because of the intense cold which slowed up the contestants as well as the machines.

Another feature of the carnival was a daring stunt by Miss Smith, who established a new "speed" record on the typewriter as she rode a toboggan down the slide.

Among the unique stunts on the program was the demonstration by Miss Smith and Mr. Knapp that it is possible for Eskimo business men to dictate correspondence even under the most adverse weather conditions. Clothed in a heavy fur parka and standing in deep snow Mr. Knapp dictated a letter to Miss Smith, who immediately transcribed it on the typewriter. This letter was directed to an eastern typewriter company and was designed to give Tacoma and the mountain national publicity. Motion pictures of the contest and other forms of activity were taken and sent to the movie news weeklies. Students, alumni and teachers, numbering nearly 200, attended the carnival.

American Writing Machine Co. Moves Philadelphia Store

The Philadelphia store of the American Writing Machine Company has been moved from its old Walnut street address to new quarters at 15 South Eighth street.

S. J. Brown, manager of the Philadelphia store, has arranged the new quarters in a very modern manner and is welcoming his many friends and customers in the new location. The old building in which they were formerly located is now being torn down.

MISS GRACE E. SMITH WRITING SPEEDILY ON THE UNDERWOOD AS SHE SPED DOWN THE TOBOGGAN

"Franco" Celebrates Its Fortieth Anniversary

The Franklin Printing & Engraving Company, Toledo, Ohio, celebrated two anniversaries April 18. Five years previously the company had moved to its new, beautiful store at 226-36 Huron street. That date was also the fortieth anniversary of the founding of the business. The anniversaries offered an opportunity to emphasize the service of the store and its organization to the business community of Toledo. Months previous the event was planned. The company's Dennison department made up countless cherry blossoms, with which the store was decorated during anniversary week. The effect was inspiring, and many flattering compliments were paid on the decorations within the store.

A specific day was designated for special activities in the several departments of the store. Monday was stationery day; Tuesday, novelties; Wednesday, Kodak, Thursday pictures, Friday, office supplies; Saturday, printing and engraving. Each one of these days was successful from a merchandising and advertising viewpoint. In fact, Joe Leroux, of the stationery department, had to send out an S. O. S. call for additional supplies of the specials he had featured for that day.

The anniversary idea proved very beneficial. Much newspaper publicity was received, and word of mouth publicity came from many friends. Numbers of new customers were attracted to the store because of the importance of the anniversary.

A Useful Pencil

Office Appliances has received a sample of the new Luna accountants and bookkeepers checking pencil which is being introduced by R. J. Urmston, manager of J. S. Staedtler, Inc., 55 Worth street, New York, N. Y. It is said that the lead in this pencil is the thinnest in diameter which has been used in a checking pencil. The pencil is made up in three colors, red, blue and green.

The Woman in the Stationery Store

Some Opinions on the Value of Her Services as an Active Factor in the Trade

Large turn-over of help is an expensive experiment and there are those who assert that in this respect women are more expensive help than men, even though they can be hired for less money. Few women work as a career. They work to support themselves until they get married, or work for the sake of greater independence to obtain more money which perhaps their fathers or husbands can not provide. Many women are highly efficient and in some employments are more valuable than men, particularly in secretarial positions. As a general rule, however, a man seeks a position for the purpose of supporting himself and others and is a more reliable factor in the industrial scheme on that account. He may be ambitious to rise to a higher position and this ambition is encouraged, but such advances are not an expensive part of the help turn-over.

In numerous cases women are among the most efficient help in the stationery store. Probably they are quite as efficient as men, for mind and sense are not matters of sex. However, the factor that militates against the efficiency of the woman in business is that in perhaps the majority of cases her whole mind is not on her work. She is looking ahead to the time when she will be doing something quite different from her occupation in store or office. It is impossible to say arbitrarily that a man is a better clerk than a woman or vice versa, because so much depends on personality. Some women, just like some men, have a combination of faculties which make them adept in the art of selling and enable them readily to learn the finer points of the business.

In an article in Walden's Stationer and Red Book, a quarterly publication for January, 1927, published by Walden Sons & Mott, Inc., of New York, a stationery store department manager expresses himself quite clearly in opposition to the hiring of women in the stationery store. He believes that men are better investments when hiring help even though higher salaries must be paid them. One draws from what he says the rather astonishing inference that in his experience girls lack tact. He notes a case where he lost a sale through interruption by girls coming to him to ask questions on matters they could have learned from other clerks. Nevertheless, he believes that there are probably many things in stores which a woman can learn to sell expertly more quickly than a man. This is particularly true in the dry goods business, but in the stationery stores this condition exists in a more limited way. He intimates that girl clerks lack sales imagination and that they do not come up to their opportunities in selling to individual customers. They are more inclined to sell a customer only what he asks for than men are, without suggesting that the customer purchase additional and related things. Women are quite sensitive to the artistic qualities of merchandise and women preside at gift departments with satisfaction if they happen to be exceptional women, whose selling ability has been developed. Finally, stationery store retail selling demands physical stamina. One must be fast on one's feet and agile, with a voice that keeps buoyancy and strength from morning until late afternoon. Men are less subject to the distractions of sentiment than women. They are not thrown off the track by external matters to such an extent as women are. However, the women can keep the counters and shelves neat and clean and the stock in order better than men. Occasionally a middle aged or older woman, married or single, is the equal of any man in selling.

MISS SARAH BALDWIN

Miss Baldwin, head and founder of the Baldwin Printing & Stationery Company, 316 South La Salle street, Chicago, is, we believe, the pioneer woman stationer of the United States. Early in the nineties Miss Baldwin became an assistant in the bookkeeping department of Keen & DeLang, printers and stationers. She remained with that house until the death of Joseph Keen several years later, when she left and opened a store on her own account not far from her present location. This was about thirty years ago, and despite dire prophecies that a woman—and particularly a young woman — could not succeed as a stationer, she disproved every dismal foreboding and established a sound, profitable business. Once she sold out and became manager of the store she sold, which was operated as a branch by her principals. On the discontinuance of this store she again entered business for herself and again succeeded.

Miss Baldwin does not regard the business as one more suited to women than many other occupations. The work is exacting and demands knowledge and experience, and the rewards are not always enticing. In the main, the experienced woman stationer should succeed as well as a man of corresponding experience, assuming that other qualifications are approximately equal.

The publishers of Walden's Stationer disclaimed any responsibility for the views expressed by the stationery store department manager, but immediately requested the views of other stationers on the subject.

William G. Whittemore, assistant general manager of the American News Company, Inc., of New York City, believes that the average girl between eighteen and twenty-five is quite as efficient as a stationery clerk as the average young man of equal age. The efficiency of either is largely a matter of training. If the merchant knows how to teach his clerks they will be reasonably efficient, whether men or women, but the average merchant is woefully lacking in the ability to teach his assistants. Admitting that the women's term of employment extends only over the few years preceding their marriage, nevertheless their average term of employment is probably as long as that of most young men, for if the young man is ambitious he is seldom content to remain a clerk in a stationery store.

Henry Frank says there are all kinds of women in business just as there are all kinds of men and there is no reason why either sex should be more efficient than the other in selling merchandise. Mr. Frank says that one trouble is that not enough people get married and that the writer of the article must be either a crabbed old bachelor or a henpecked husband.

E. H. Sell, former president of the National Association, says that while it is true there are some women who are of little value in the stationery store and that women clerks will get married when the proper opportunity comes, on the other hand he believes there is a definite place for a certain percentage of female clerks. Many customers, he says, come into his store because they have been treated nicely by some of the women clerks who are an asset to the business. He suggests that any stationer who has difficulty with his women employees should let them go and hire better ones of the same sex. To condemn the female of

the species as being of little or no value as a clerk is entirely wrong.

Richard G. Montgomery, assistant manager of the J. K. Gill Company, Portland, Oregon, expressed himself as in favor of employing men in preference to women in commercial stationery departments. Men are more business-like than women and are able to speak in the language business understands. However, in small goods consisting of glue, paste, ink in small bottles, pens and other merchandise conveniently packed and priced, women are efficiently used and are just as good sales people on this class of merchandise as the men are. These statements are of average cases, but there are plenty of exceptions. In social stationery, leather goods and social engraving girls can outsell men in almost every case.

Charles L. Mitchell, former president of the National Association, expressed disagreement with the views of the stationery store department manager. He believes that it is more appropriate to have a neat appearing, intelligent woman selling social stationery, engravings, etc., than to have a man in that department. Men employees, like women, do considerable shifting of positions. Bright, intelligent girls catch on to the business as quickly or more quickly than boys do and are far neater in personal appearance than the average young man.

F. L. Grant of Grant's Book Store, Utica, N. Y., said that the woman problem is no greater or less than the man problem and that a good sales girl can outsell the average male clerk. Girls can secure proportionately better pay in stationery stores than in other situations whereas it has been exceedingly difficult to secure male help of the proper caliber. On some highly specialized lines girls are not qualified, but these lines require a salesman of exceptional ability. There are so many lines in these days which offer better compensation to men that those willing to serve an apprenticeship in stationery and allied lines are becoming few and far between.

In New York City the reporter for Walden's Stationer found that some stationery executives think so well of female clerks they use them exclusively. The conclusion arrived at is that the most successful women are naturally persons of thirty years of age or over, because the young of either sex are uncertain as to their ambitions. Nor does it seem to be the opinion of the New York stationers that women clerks are likely to overlook sales opportunities. The reporter who went into a store where women clerks were in the majority, to buy a bottle of waterproof ink, went out not only with the ink but with a box of stationery, half a dozen quill pens and three sketching pencils entirely through the good salesmanship of the girl clerk, most of whose associates, like herself, were well educated, intelligent young women.

Watch Your Step

"The Blue Sky."—By M. L. Hayward

"CASH is simply out of the question," the Michigan customer declared.

"And so is waiting any longer," the Michigan stationer informed him.

"Now, I'll tell what I can do, and all I can do," the customer averred. "Here's Henry White's note in my favor for $300, and that will pay your bill and leave $15 to the good. The note has only three months to run, I'll endorse the note to you, you receipt the bill, and you pay me the difference."

"Endorse the note quick," the bookseller agreed, and reached for the receipt book.

The bookseller's willingness to accept this proposal was due to his knowledge that White was perfectly good for ten times the face of the note, but, when the note fell due, White refused to pay, and the bookseller was forced to sue.

"The note was given for stock in a corporation, the stock was sold contrary to the Michigan Blue Sky Law," White proved in court, and his lawyer contended that the note, therefore, could not be collected.

"That would be true, if the payee of the note were suing White, but it doesn't apply to a case like this where the bookseller took the note before it was overdue, in good faith, for value, and without knowledge of the circumstances," the bookseller's lawyer retorted, and the Michigan Supreme Court upheld this contention in a case reported in 194 N. W. Reporter, 553.

"This would undoubtedly have been a good defense as between the parties to the note, but when the note passes to the hands of a bona fide holder, that defense cannot and ought not to be made. If the contention were the rule, there would be very little protection for banks and people dealing with corporations. There is nothing in the statute which makes such paper void in the hands of a bona fide holder. As a general rule, unless the law makes the paper void in the hands of bona fide holder, the courts will not so hold," was the reasoning of the Court.

His Business is "Different"

By George Stock Turner

SOME men are born advertisers, some acquire advertising, some have advertising thrust upon them.

The first may start on a shoestring and build a world-wide business within a lifetime—in the making and selling of pens, perhaps, such as the one with which this is written.

The second sees what advertising has done, and is doing for others, and reasons that it is worth trying; and though he starts with a question on the tip of his tongue, he sticks—and he and his business grow with the advertising.

The third lacks faith and vision, but also lacks backbone. More against his will than with it, he takes an advertising "flier" in this and in that, but sticks to no advertising policy and has no advertising plan; and when he gets only the haphazard results of happy-go-lucky publicity that has been thrust upon him, he sours on advertising altogether. He speaks from experience, he will tell you; he has tried advertising and it doesn't work. His business is different!

German Commission Visits U. S. A.

On April 10 there arrived in New York a commission composed of eight members of the German paper, printing and allied trades, with the purpose of visiting the paper mills, big printing establishments, loose leaf factories, etc., in the United States. This commission was headed by Dr. Feldgen as chairman. The members visited the factories in New York and New England, making a study of processes in plants producing paper and like products, printing, etc.

The eight members of the commission in a body visited plants in New York City, Springfield, Holyoke, Albany,

MEMBERS OF INDUSTRIAL COMMISSION OF THE GERMAN PAPER, PAPER PRODUCTS AND ALLIED INDUSTRIES NOW IN THE UNITED STATES VISITING FACTORIES IN WHOSE PRODUCTS AND PROCESSES THEY ARE INTERESTED.—The second man from the left in the gray suit is Albert Hom, who recently called on Office Appliances. The only man in the picture not of the Commission is the one in uniform grasping the life preserver. He is the ship's chief engineer

Buffalo, Detroit, Chicago, St. Louis, Pittsburgh and Philadelphia, thence back to New York. Incidentally, they visited Harvard University, Glen's Falls, Niagara Falls, and Washington.

Office Appliances had the pleasure of a visit from Albert Hom of the firm of Sachsische Geschaffsbucher-Fabrik,

ALBERT HOM

manufacturers of blank books, loose leaf books, writing books, bookkeeping machine supplies, and one of the commission above referred to. Mr. Hom was keenly interested in the trip and said that the commission learned a great many things, although their visit was somewhat hurried. He made reference to the fact that manufacturing is on a larger scale here than it is in Europe. Machines are bigger and production is more rapid, with correspondingly greater output. Wherever they went, he said, they learned something and also left some ideas the application of which had proved profitable in Germany and might be valuable here.

In the name of the commission and of the paper trades of Germany, he extended an invitation to American manufacturers to visit Germany and study their methods. Mr. Hom said that they found really more of value than they expected to find. He as well as other members of the commission were particularly pleased at the attitude of Americans toward visiting Germans. He said that they had received the most cordial treatment and the warmest hospitality everywhere they had gone. He was interested in the Glens Falls country, which was immortalized by J. Fennimore Cooper, of whose writings Mr. Hom has been a fascinated reader.

The members of the commission aside from Mr. Hom and Dr. Feldgen included a manufacturer of paper cement sacks; a member of a firm producing envelope machines; a manufacturer's representative in the paper trades; a manufacturer of stencils; a manufacturer of blank books and a manufacturer of envelopes for various uses.

All these gentlemen were selected for their expert knowledge of the different lines and are taking back to Germany information which will, it is believed, advance the entire industry. We regret not to have given all their names, which were included in a letter to Mr. Hom which he took away, doubtless believing we had transcribed them.

Spiking a Rumor

The rumor that Frank B. Willis, sales manager of the Victor Adding Machine Company of Chicago, has resigned to take charge of the distribution of the machine in Chicago and vicinity is incorrect. Mr. Willis has simply taken over the management of the distribution in this district in addition to his duties as sales manager. His headquarters will be at the company's main office as heretofore.

Headquarters of the local distributing branch will be at 740 Rush street, where Mr. Willis will spend part of his time and where an assistant will be in charge at all times.

The district covered by the local office extends from the northern boundary of Illinois south to South Bend, Indiana.

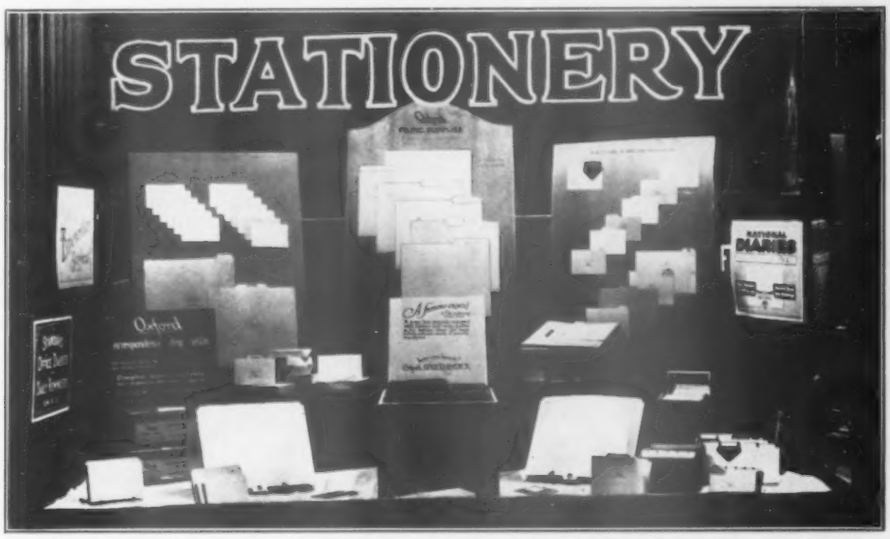
"Round the World with a Dictaphone"

"Round the World with a Dictaphone" is a new travel book by Sir Henry Lunn. It records the impressions of the author on a tour of the world, dictated to his talking machine. The Fleming H. Revell Company, New York, N. Y., is distributor of this volume in America. Sir Henry is a publicist, traveler, author, philanthropist and editor of "The Review of the Churches." He came to the United States in 1926 at the invitation of the World Alliance for International Friendship. This trip was extended to every continent of the world.

In his preface the author said: "It has been my custom for many years to accord a diary on The Dictaphone for the members of my family. During my journey around the world, through the courtesy of the Dictaphone Corporation, which installed machines in the hotels of the principal cities I visited, I was enabled to continue this practice, and the following volume is the result."

Portland Stationer Has Found His "Pot of Gold"

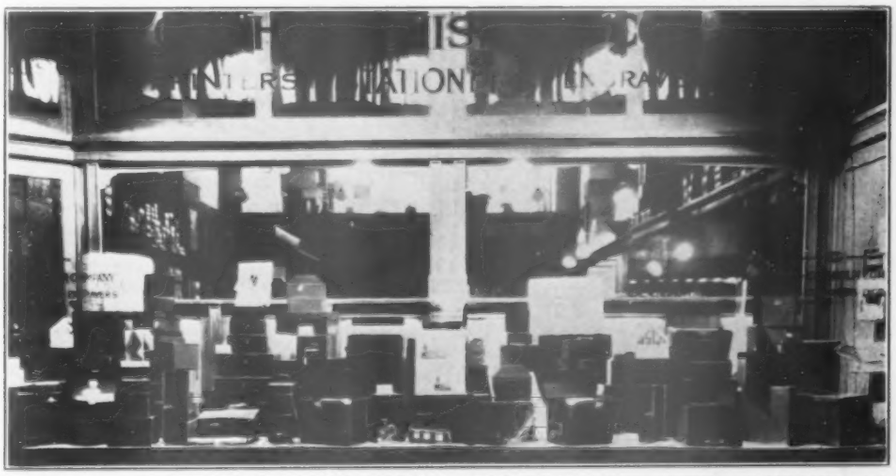
Kaspar K. Kubli, of the Kubli-Howell Company, 84 Fourth street, Portland, Ore., is working a gold mine. This had belonged to his father, but was not worked for twenty-five years. The mine is located in Southern Oregon, and Mr. Kubli spent some time on his vacation last year prospecting. This year he put men into the mine, and considerable quantities of gold have been found.



WINDOW DISPLAY IN THE STORE OF SUHR & GOLZ OF BROOKLYN, N. Y.—This display features the lines of the Oxford Filing Supply Company, 500 Driggs avenue, Brooklyn.—The soap box idea was used to illustrate the Oxford complete correspondence outfit. The three-panel arrangement at the rear is used as a background and various items are displayed on an ingenious press-board easel developed by the company. All of the materials except the merchandise was sent gratis and was set up by Charles E. Herold of the Oxford Filing Supply Company

DISPLAY IN THE HILL STREET WINDOW OF THE H. S. CROCKER COMPANY'S LOS ANGELES STORE.—The goods shown were "made in Los Angeles" by the Quality Pad and Novelty Company. The H. S. Crocker Company made a like display at the same time in the windows of its two other Los Angeles stores. Business was created, justifying retention of the display for a period of two weeks

VAN DORN IRON WORKS COMPANY PRODUCTS DISPLAYED BY THE ROCHESTER STATIONERY COMPANY AT THE OFFICE APPLIANCE SHOW OF THE ROCHESTER, N. Y., CHAMBER OF COMMERCE



WINDOW DISPLAY OF THE ASCO LINE MADE BY THE ART STEEL COMPANY, 401 EAST TWENTY-THIRD STREET, NEW YORK CITY.—This window display comprises the complete line of cash boxes, bond boxes, transfer cases, Ideal letter files and other devices made by The Art Steel Company. The display was shown in the window of the Graham-Chisholm Company, New York City. A like display was shown in the window of the Alliance Book & Stationery Company of New York City

Under the Capitol Dome

News and Current Trade Events Reported from Washington

By

FRED E. KUNKEL

Washington, D. C., April 30, 1927.

ESTABLISHMENT of an international price-fixing machine for the control of prices would never be considered by the people of the United States, Secretary of Commerce Herbert Hoover told a delegation of 70 representatives from Germany now visiting this country, in answer to the question: "Since many of the losses in industry are due to fluctuations in the price of raw materials, why should it not be possible to eliminate much of the loss through an international system of price regulation?"

The United States is more pledged to open competition today than any other nation in the world, Mr. Hoover told them, and the country would refuse any suggestion of price fixing as it would consider such action as undermining competition, and that any international price-fixing arrangement would "put price bargaining into the State Departments" of the various nations and interject the question into foreign policies.

Advertising on Letter Boxes

An office appliance dealer or stationer cannot place his advertisements on the sides of a combination letter and package box which is located in front of his store, and postmasters have no authority to grant such permission according to a recent ruling of the Fourth Assistant Postmaster General, and the use of letter boxes as an advertising medium must first be approved by the department, it is said. Those seeking this medium to attract attention to the store on the other side of the sidewalk had better consult Mr. Postmaster General, as the idea is new and novel enough and away from the beaten path to try out this method of publicity. The ruling as announced does not say that the postmaster general will not grant such authority, but simply that the local postmaster is acting *ultra vires*.

The New Customs Bureau

The U. S. Customs Bureau, provided for in a recent act of Congress, is now functioning and regulations transferring the duties with respect to the importation or exportation of merchandise, have been transferred by the Secretary of the Treasury to the Commissioner of Customs, and the new Bureau is now on a parity with the Bureau of Internal Revenue in the matter of autonomy.

The Customs Gavel

Certain blank books, with minature pencils attached, were assessed with duty under the Act of 1922, the books at 25 per cent ad valorem under par. 1310, and the pencils at the rate of 45 cents per gross and 25 per cent ad valorem under par. 1451. The New York Merchandise Company claimed that the articles were entireties and should have been so treated for tariff purposes and that the proper classification was as books under par. 1310 with only the 25 per cent rate applying. The court denied the contention. (No. 992732-25537-23.)

Trade Mark Squabble

Registration of applicant's notation, "Beaver Bond," with representation of a beaver, used on writing paper, was refused in ex parte The Peck Engraving Company, No. 224418, in view of the prior registration of the notation "Beaver Kraft," with representation of a beaver for wrapping paper.

Patent Allowed

In the application of Benjamin F. Barker, No. 543633, patent claims involving improvement in construction of roller tape supports as a typewriting device, were allowed. "The claims involve the substitution of Merlin's graduated tape for the tape of Coladant and the substitution of Davis' winding rollers for the winding rollers of Coladant to accomplish the resultant accomplished by Merlin," says the Board of Examiners-in-Chief. "We believe the new combination is patentable." So ordered.

Furnace Tests of Fire Resistance

The Bureau of Standards has just issued another statement on recent experiments to determine standards for fire resistive properties of construction and materials, as follows: "To interpret the results of laboratory tests in terms of the probable behavior of the materials or construction in fires to which they may be subjected in different types of buildings used for different purposes, it is necessary to have reliable information as to the probable intensity and duration of fires occurring under these varied conditions.

"For the purpose of securing adequate information on this subject the Bureau has completed a special test furnace of 30 x 60 feet floor area and one building story in height. In this furnace have been measured the intensity and duration of fires resulting from the complete burning out of contents incident with office occupancy, the amount of combustible material ranging in different cases from 19 to 40 pounds per square foot of floor area. The heaviest of these amounts corresponds to about the maximum amount of combustible material which would ordinarily be found in a record storage room or lawyer's library.

"These results supplement similar ones obtainable with a furnace of smaller size, in which office occupancies giving combustible contents from 9 to 59 pounds per square foot of floor area were burnt out, metal furniture being used in some of the tests.

"With metal furniture and ordinary office occupancy consisting of desks, filing cabinets and open and closed shelving, the equivalent intensity and duration of the fires did not exceed the first half hour of the standard fire test, even where nearly one-half of the paper contents of the room were freely exposed. With wood furniture and combustible contents from 12 to 15 pounds per square foot the equivalent duration obtaining was between one and one-half and two hours, and with 19 pounds per square foot between one and one-half and two hours. The record room occupancies with wood shelving gave durations approximately equivalent to the first six hours of the standard furniture test."

Federal Standards of 446 Commodities

Master specifications totalling 446, covering various commodities, are made mandatory upon governmental departments in all purchases of materials, and are now compiled and published, ready for distribution to the public, upon application to the Superintendent of Documents, Government Printing Office, Washington, D. C., at 10c per copy. The specifications are arranged in alphabetical and numerical order. This work represents studies over a period of 4½ years by 74 technical committees. The new publication contains instructions for obtaining specifications, many of which are in printed form, and must also be purchased.

The Federal Specification Board is composed of one member from each government department and establishment which purchases materials and supplies. It was or-

(Continued on Page 163.)

E. Faber Van Dyke Pencil Drawing Competition

One day last summer five artists met in New York to constitute themselves a jury to frame and execute a set of rules for a pencil drawing competition to bring out artistic talent in two continents. These gentlemen were Messrs. Franklin Booth, Hugh Ferris, Frank Alvah Parsons, Chester P. Price and Albert Sterner, all of whom are widely known in the art world.

The competition was initiated by the house of Eberhard Faber. The objects of the contest were two-fold, benefiting the world of art and the sphere of business as well through the promotion of a product of merit, viz., the Van Dyke drawing pencil.

Three prizes were offered: First, $500; second, $300, and third, $200. The next ten entries in order of merit were to receive honorable mention. Certain other conditions were imposed, such as confining the medium allowed to Van Dyke drawing pencils; restriction of the measurements of the drawings to certain limits; barring signatures on drawings submitted, and substitution of an insignia or nom de plume instead.

The competition was announced in September with the stipulation that all entries were to be in the mail by January 3 and announcement of the result was promised for February 1. Circulars and letters were broadcast to artists, architects, art schools, etc. Announcements were made in magazines. As a result of the interest created, the house of Eberhard Faber had received up to the end of the contest more than a thousand drawings, coming from all parts of the United States, Canada and Europe.

The unavoidable absence of two members of the jury from New York at the last moment necessitated two changes in the personnel of the jury. Two other gentlemen eminent in the art world were, therefore, appointed to fill the places of the absent ones. Arthur Crisp and John Alonzo Williams took the places of Mr. Sterner and Mr. Ferris, absentees.

The drawings embraced a wide field. The first prize was awarded to Artur Brusenbauch of Vienna, Austria, for a beautiful rendering of a flood of sunlight between tree trunks.

Second prize was awarded to Herbert F. Roese of New York City for an intuitive character interpretation of a group of people such as one may meet on New York's East Side or in the corresponding sections of most large cities.

Third prize was won by Hibberd Van Buren Kline of Syracuse, N. Y., for a drawing of a girl, a sketch of great merit.

Honorable mention was awarded in the order of their presentation to the following: Harold E. Cressingham, New York City; Stanley W. Woodward, Boston, Mass.; Phillips Brooks Nichols, White Plains, N. Y.; Edwin F. Bayha, Philadelphia, Penna.; Paul Ockert, Cleveland, Ohio; Ben Klein, New York City; Louis Hechenbleikner, New York City; Joseph Puta, Vienna, Austria; Claude Moore, Denver, Colo.; A. M. Hathaway, Allston, Mass.

Among the drawings not included in the list winning mention are many of outstanding merit, illustrating the manifold artistic uses of a lead pencil and the astonishing effects it can produce.

E. FABER PENCIL-DRAWING COMPETITION.—This sketch won first prize. Sunlight Through Bare Trees

THIRD PRIZE, E. FABER COMPETITION.—Portrait of a young lady

SECOND PRIZE.—E. FABER COMPETITION.—Typical East Side Crowd in New York

Cello, Incorporated in New Quarters

Cello, Incorporated, manufacturers of a complete line of lamps, have moved to their new address, 19 West Houston street, New York City, consolidating their office and factory. The new address gives more space and supplies an opportunity for better service to the trade.

Getting the Customer to Buy

A Few Thoughts Picked Up from Here and There

THE writer has visited many office furniture houses and office furniture departments in almost every section of the country and nowhere has he found a successful business where due attention was not given to fundamental matters which are recognized in every sort of business.

The first thing in selling is to create desire for possession in the mind of the purchaser. It is too much to demand that the would-be purchaser hunt an article out of a dingy corner and look beneath successive layers of dust and grime to the virtues beneath. The purchaser of a desk or a filing system is no connoisseur searching for a lost example of the work of a master. For the average man the way to the sale must be well lubricated. The easier it is made to buy, as a rule, the more goods will be sold. The old dodge about there being "only two or three more left and we can let you have one if you take it now" is wearing rather thin. It doesn't work as freely as it used to.

Granting that the goods are calculated to arouse the instinct for possession, the next step is to show them so that their attractive qualities are made as evident as possible. Details of arrangement must be left to circumstances, such as space, surroundings, etc. No two stores may be alike. But whatever arrangement must be made, one factor —that of light—must be taken care of. There must always be plenty of light—daylight preferred, but artificial light if the natural article is not sufficiently available. And, because there will be dark days as well as bright ones, the best possible artificial light should be provided to supplement the daylight when the latter all but fails.

We have seen office furniture samples crowded into a dark space at the rear of a main floor where the detail and finish could be seen but imperfectly. The dealer was dissatisfied with the returns from his office furniture lines, but declared himself unable to give it a better position.

Where the furniture samples are kept in a neat, well-lighted location not too difficult to reach and are well attended to and cared for, they will attract attention even if otherwise neglected. Some sales will automatically result. They will be few, but sufficient to suggest that the department has its possibilities if energetic attention be given it. If the goods themselves will attract trade, it follows that more trade will result in proportion to the intelligent effort exerted to push them. If the dealer cannot achieve what he believes to be the ideal arrangement, let him do the best he can. The results may be surprisingly good. It is certain that nobody ever got anything without trying, unless it was something he didn't want.

Condition of Stock

The bright and shining metal work, the polished or dull-finished tops, fronts, sides and backs of desks kept free from dust and finger marks are pleasing. As the visitor sees them, so his imagination pictures them in his office. Let there be found about the place someone whose interest can be aroused and whose pride can be stimulated to keep the office furniture stock spick and span. Sometimes a man who is proud of the stock he is charged with tending will develop a desire to show off the goods, just as the groom is proud to show the horse he curries. More than one groom has developed into a successful horse trader by realizing the power of appearances. Think it over.

A Little Home-Grown Psychology

A moment ago we suggested that the would-be buyer pictures the furniture as it would look in his own office. Nobody buys a desk or cabinet without speculating about where he is going to put it. So it is better if samples can be arranged *en suite*. The buyer thus receives a bigger mental conception of what can be done. Furthermore, he will be less likely to be startled at the price of a whole outfit well arranged that "looks the part," than he will if each piece is priced separately. A price of $695 for a suite will often strike the prospect as quite proper when he would hesitate to buy a single desk for $225 and a chair for $100. The addition of filing cabinet, costumer, desk accessories, a side chair or two, metal waste basket to match, cuspidor, etc., complete the picture and "carry" the larger price, because it is often not so much the price the customer is called upon to pay as what he gets for it that counts.

Because of this and similar ideas, little sales are sometimes made to grow into big ones—with everybody happy.

But one is most usually obliged to sell the single article or two articles that match. The man who wins the sale is the man who can hold the attention of his customer long enough to prove that what he is selling has the value in it that is implied by the price demanded. The power to convince and to sway the actions of others grows best in the soil of profound belief based on knowledge. Out of this soil springs an ordered enthusiasm which begets confidence and brings home a high percentage of sales.

The Show Window

If one has a window that doesn't reflect more of the passing throng and of what is across the street than it shows of the goods within, one should give thanks. It is hardly a compliment to the display when women stop before the

window to adjust their hats and men to straighten their ties. If one's window is a mirror something should be done about it. Perhaps experiment with different types and colors of background will solve the difficulty. A window without a background helps to light the store but isn't so effective as it might be in displaying goods. The background should be high enough to top the display and should be neutral—that is, it should not call attention to itself. Usually it should supply contrast with the display so that the latter will stand out and demand attention.

Where articles of office furniture are shown, don't crowd the window. Let some one thing be the motif of the display and let the rest harmonize.

Don't be stingy with neat descriptive placards. Get somebody with a clever hand to letter cards in white on black getting across the message it is desired to convey.

Don't try to do all the work on the window yourself. Let the young men and women of the store make suggestions. You may find somebody who has a genius for such work.

Don't be afraid of doing something different. Be a little unorthodox occasionally. But make the touches light. Don't let the search for something odd make the main purpose subordinate. A small kewpie doll with a droll glance—a neat bit of statuary—an old school slate with an appropriate message from the office boy—small bits such as this with a hint of humor, ofttimes draw attention which is soon transferred to the main purpose.

Don't show a bare desk or a closed cabinet or an open cabinet empty. Put the accessories on and about the desk —the inkwell, the modern desk set, the desk pad. Show the appropriate waste basket and the swivel chair, the costumer. Put supplies in the open cabinet. When transfer time comes—let the windows shout the news.

Telling the World

The dealer whose office furniture department is not carrying its share of the load is failing to do his part in some particular. In another column is an item which tells of a dealer in household furniture who has sold over nine hundred office desks in the last few months. He made money on them. He hasn't told us how, but we are certain that he did not concede ruinous discounts nor did he conceal the fact that he had good desks to sell. In his territory there are now about nine hundred people—probably more—who think his name when they think desks. They paid him a fair price and got their money's worth—and they are satisfied. It is rare indeed when a man, having bought a meritorious article, regrets what he paid for it.

In the long run, that dealer who can show his goods to the most people of the right sort is the one who sells the most. But people should come in by reason of interest previously created in the stock, not because of discounts and cut prices. The latter is a poor method, because it is based on sharp practice, or allied to such practices and the influence so created seldom extends beyond the day of the sale. Furthermore, cut prices are thrust at people everywhere. The practice became so common in the drug trade that today one can hardly find anywhere a drug store without the legend "Cut Rates" posted somewhere conspicuously on the sign. Now-a-days the words, by use and application everywhere, mean simply nothing at all. The idea has lost its force. The public wants more solid food to nourish its buying instincts.

The buyer may haggle a bit about the price. He may say that Jones down the street gives the same cabinet for five dollars less. Very well. Let Jones do it, but do not antagonize the customer. If he understands that your prices are based on intelligent cost analysis and that, much as you would like to do so, you cannot take off anything from the price, he will respect you and may buy. He will probably come back, anyhow, if he likes the treatment he got at the previous call.

In developing a business so highly specialized as that of office furniture it is hardly possible to succeed by merely putting in a department and waiting for trade. One must know where the demand is and then go after it. Every established dealer can readily outline a plan which will put him in touch with practically every outlet in his territory. He can establish a mailing list and send out the folders supplied by manufacturers, besides occasional letters of his own bearing the personal touch. He can become acquainted with real estate men, architects, builders and even janitors, and so keep himself posted at all times on removals, new offices, enlargements of office space, etc., all of which information, when properly handled, can bring grist to his mill.

Nor should he neglect his local newspaper. An occasional well-timed, well-considered advertising announcement always helps.

The dealer, finally, who is impatient, rarely succeeds. A business is built, not created overnight. Patience, good sense, honesty and courtesy will do wonders if given time to work.

INSTALLATION BY THE ENGLEWOOD DESK COMPANY, CHICAGO, IN THE NEW CHICAGO OFFICES OF THE REMINGTON TYPEWRITER COMPANY

AMBASSADOR AUDITORIUM IN THE GROUNDS OF THE AMBASSADOR HOTEL, WHERE THE LOS ANGELES BUSINESS SHOW WAS HELD

Business Show Draws Crowds at Los Angeles

Complete Array of Office Machines at Ambassador Auditorium Interests Thousands

FRANK E. TUPPER
President

JAMES F. TATE
Secretary

LOS ANGELES' best business show opened its doors to the public at one o'clock on the afternoon of March 21. It was held in the Auditorium on the beautiful grounds of the Ambassador hotel, between Wilshire boulevard and Eighth street, amid tropical surroundings of palm and cactus and gardens of tropical flowers. In keeping with the wonderful effect of the grounds adjacent to the Auditorium, the interior was artistically decorated with flowers and bunting. According to two of the exhibitors the decorations were fit for a presidential ball.

A wide variety of exhibits made the show very interesting to visitors. Light stationery articles were shown such as fountain pens, pencils and clips; also loose leaf devices, filing equipment, office furniture, safes and office machines. One could completely equip an office, large or small, both efficiently and economically from the exhibits on the floor, even to telephones and bottled water.

Unusual exhibits were the rule instead of exception. A replica of the original Ediphone brought out many years ago attracted much attention. This, plus a gold Ediphone and one with a glass case and nickeled frame, drew large numbers to the booth and occasioned generous newspaper recognition.

Speed demonstrations by George Hossfield, world's champion typist, attracted such numbers that they overflowed from the Underwood booth into the aisle and adjoining exhibits. Talks on typewriting were given by Emil F. Trefzger and William Oswald, both former holders of the laurels Mr. Hossfield holds now. Mr. Trefzger is manager of the local Underwood office.

The Rotaprint, made by Reiner's Rotaprint, Inc., and represented locally by the O. C. Haney Corporation, was new to nearly all visitors. Its offset method of printing office forms and letters was a revelation to thousands of inquiring spectators.

In the Remington booth Miss A. M. Armbruster was making a wonderful record operating a Remington portable which she held on one knee. She seemed to attain just as much speed with the machine in that position as though it were firmly planted on a typewriter desk or stand. The other Remington models, including the Noiseless and the bookkeeping machines, kept the demonstrators busy. The entire Remington line of machines was shown. Manager Ecclestone has long been a very active business show exhibitor.

The Grimes-Stassforth booth had much to commend it-

CHARLES H. HUNTER
Manager, Chicago Office

WALDO TUPPER
Manager, California Office

SOME MORE DEMONSTRATIONS AT LOS ANGELES BUSINESS SHOW.—Upper left, Nelson C. Durand, vice-president, Thomas A. Edison, Inc., with the first model of the talking machine, out of which grew all subsequent developments of the present industry. Upper right: H. P. Thompson, left, listening to demonstration by W. R. Moore of the super-automatic electric calculating machine of the Marchant Calculating Machine Company. Lower left: C. W. Keeler, at right, demonstrating the Monroe full automatic calculating machine. Lower right: Mildred Keeler demonstrating the Addressograph Company's Dupligraph machine. Next to F. W. Thompson, district manager of the Addressograph Sales Company and P. L. Pennoyer also of the company.

self to business men. In it were demonstrated the machines, devices and systems made by the A. B. Dick Company, featuring Mimeographs; Aluminum Company of America, index guides; The Globe-Wernicke Company, both vertical and visible files; The Meilink Steel Safe Company, office safes, and the Wilson-Jones Loose Leaf Company, loose leaf systems. Nearest the door was the Mimeograph section where the Mimeoscope always had a large audience, visitors following the process through the making of the stencil to the finished article as it came from the Mimeograph and carrying samples of the work away with them. The Grimes-Stassforth Company was assisted at its long booth by the following representatives of the manufacturers: John B. Hibbard, The Globe-Wernicke Company; John G. Rix, The Meilink Steel Safe Company; J. M. Davison, Wilson-Jones Loose Leaf Company; J. M. Conroy, Aluminum Company of America, and W. N. Moses, A. B. Dick Company.

The Dictaphone Company had a machine of the latest model made with glass and nickel frame to show how simply and correctly this well known dictating machine performs its duties. It had many admirers.

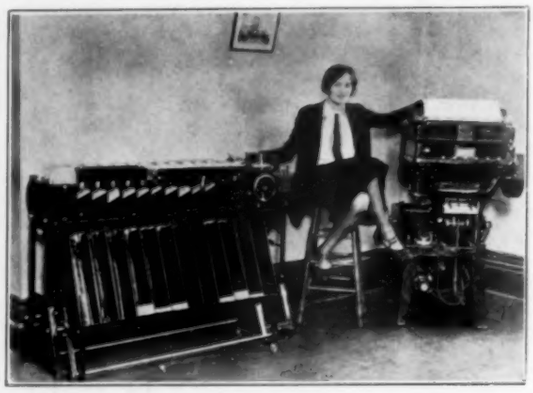
GEORGE HOSSFIELD, INTERNATIONAL TYPEWRITING CHAMPION, BEING TIMED BY FORMER CHAMPION EMIL TREFZGER, MANAGER OF THE UNDERWOOD OFFICE AT LOS ANGELES

The exhibit of the Southern California Telephone Company included a large modern switchboard. An expert operator explained the methods of handling calls and obtaining the desired numbers. She also gave suggestions to enable the average business man, if there be such, to use his telephone to better advantage.

The Hush-a-Phone here, as at other business shows, was a puzzle to observers who did not understand how it could carry sound, unheard by anyone at the speaker's side, clearly and distinctly to others across the booth. The exhibit had many interested visitors.

Hand and electrically operated equipment in motion in most exhibits never failed to attract interested prospects. Revolving visible files in the exhibit of E. F. Durbin, representing the Acme Card System Company; the L. C. Smith and Corona exhibit and the other typewriter displays mentioned; the electrically operated equipment shown in the booth of calculating, bookkeeping, duplicating and tabulating machine companies, and everything else in motion, always arrested the attention of passers-by.

The numbers of people at the displays of the most intricate devices indicated that standard of the attendance attracted by the invitation worked out by the show management. Complicated problems executed by demonstrators on Monroe and Marchant calculators and Elliott-Fisher bookkeeping machines excited interest among some of the largest groups. Similar numbers followed through problems on other equipment, including Comptometers and Dalton and Sundstrand adding machines.



FATHER KNICKERBOCKER'S SECRETARY PREPARES EXHIBIT FOR LOS ANGELES BUSINESS SHOW.—Miss Ruth E. Oleson, chosen "Father Knickerbocker's secretary" at the last New York show, tries out the Powers accounting machines on exhibition at the National Business Show in Los Angeles.

Monday was designated as commercial students' day. Following the custom of previous national shows special invitations were extended to students in business colleges and commercial students in high schools, the idea being to acquaint them with the equipment they are soon to use in the business world. Tuesday and Thursday were executives' days. Thousands of invitations were sent to company and public officials throughout Los Angeles and other Southern California cities, admission on these days being restricted to holders of these invitations. While no special day was set aside for purchasing agents, the Purchasing Agents' Association took a real interest in the show and had headquarters in its own booth.

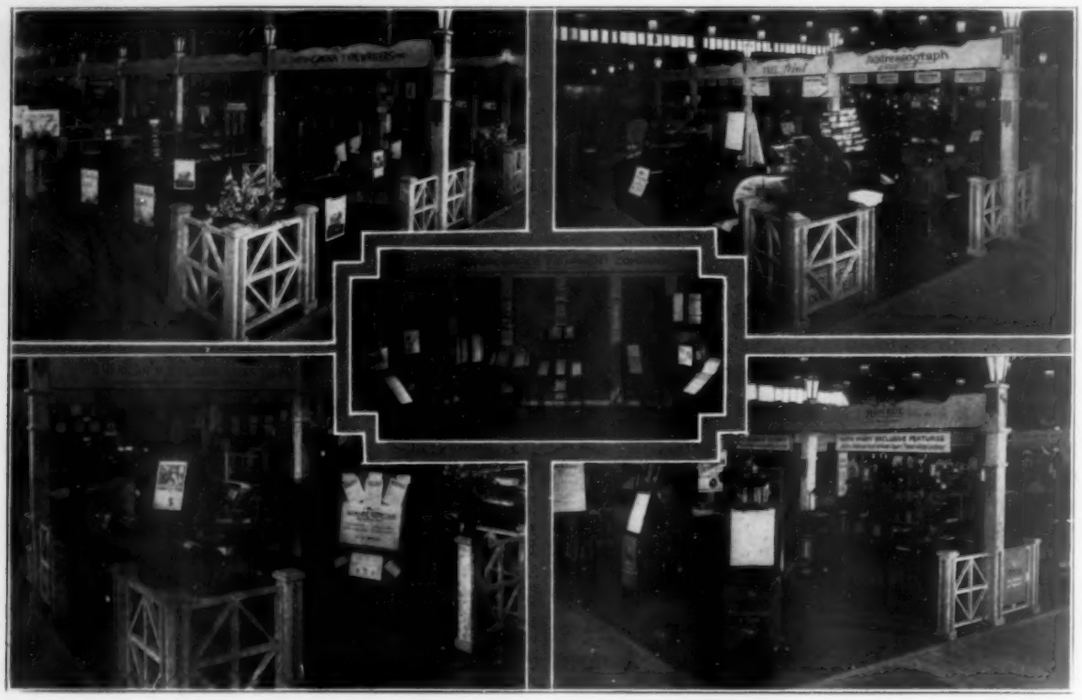
Eastern Office Equipment Men Attend Show

Officials from Eastern cities attended some of the exhibits. Among them was Nelson C. Durand, vice president in charge of sales for Thomas A Edison, Inc., manufacturer of the Ediphone. Mr. Durand was present during most who sought his ideas on various subjects, including the coming fiftieth anniversary of voice reproduction to be celebrated August 12. W. C. Dunlap, vice president in

PRETTY POSERS DEMONSTRATE INTERESTING MACHINES AT LOS ANGELES BUSINESS SHOW.—Left: Eleanor Irwin explains the Speedaumat—the smallest machine at the Show. Center: Jeanette Stevens proves the writing quality of an ancient Remington. Right: Leona Nichols jazzing on the Comptometer to radio music.

AT THE LOS ANGELES BUSINESS SHOW.—Left: A. Norman Selby demonstrating the addressing Multigraph. Center: Entrance to Ambassador auditorium, where the business show was held. Right: Leona Nichols, left, and Patsy Meredith, right, with the big self-inker of the Los Angeles Rubber Stamp Company.

A PAGE OF LOS ANGELES BUSINESS SHOW EXHIBITS



FIVE EXHIBITS AT THE RECENT BUSINESS SHOW AT LOS ANGELES, CALIFORNIA.—Upper left: Booth of L. C. Smith & Corona Typewriters, Inc. Upper right: Display of the Addressograph Company. Center panel: Durbin Office Equipment Company. Lower left: Booth of American Multigraph Sales Company. Lower right: Monroe Calculating Machine Company.

charge of sales for The American Multigraph Sales Company, conducted a district convention in Los Angeles during show week. He was assisted by Ray Winger, assistant sales manager in charge of advertising, and Roy Jarrett, also assistant sales manager. Others from the East included J. B. Van Fossen, western representative of the Multigraph Company's Compotype department; H. J. Stewart, from the Remington office in New York; A. J. DeBarard, assistant sales manager of the Felt & Tarrant Manufacturing Company; George Hossfield, world's champion typist, and W. F. Oswald, former champion, both from Underwood headquarters; H. R. Russell, sales manager, Powers Accounting Machine Corporation, and R. L. Manning, from the home office of L. C. Smith and Corona Typewriters, Inc.

Newspapers Generous With Publicity

The newspapers of the city displayed a lively interest in the show and commented on it freely in their columns. The Times in reporting the opening day, used the following introduction:

Wonder Devices to Transact Commerce with Disptach and Neatness Fill Ambassador Auditorium

With scores of new devices designed to save lost motion in office work on display, the National Business Show got under way yesterday afternoon in the Ambassador auditorium. It will close Saturday night. It is the third business show of lafge proportions which has been held in Los Angeles, and several hundred manufacturers of time-saving business office equipment are demonstrating their wares.

This was followed with descriptions of various exhibits. The Examiner prefaced a story of the show with the following paragraph:

300 Efficiency Experts Gather for Preview of Machines That Iron Out Office Wrinkles

The city's "efficiency center" seemed situated yesterday in the vicinity of the Ambassador Auditorium. More than 300 authorities on smoothing out the wrinkles in office work were congregated there to arrange for the National Business Show, which opens today at noon.

According to the Daily News, "Business is Business." It then goes on to say,

The National Business show, which opens in this city today, is all business. It is the one show of the year that is devoid of frills, jazz bands, movie revues or orange displays.

With invitations issued to 250,000 Southern California business men, the show expected to exercise a decided influence in the direction of more economically conducted business. By means of modern machinery, up-to-date systems and efficient "efficiency men," liberal whacks are expected to be taken at red tape and other roundabout ways of doing things."

The furniture in Office Appliances' booth was loaned through the courtesy of the Hanson Desk Company who occupied an adjoining booth and proved to be hospitable and pleasant neighbors.

Los Angeles Business Show Exhibits

ABBOTT, J. L., Los Angeles, demonstrated Safe Guard check writers, Bostich paper fasteners, Bostacker hammers and Self-Feed pencils, the last being new in the pencil field. J. L. Abbott and a corps of salesmen were in charge.

ACME CARD SYSTEM COMPANY, Chicago, Ill., exhibited Acme visible files, cabinets, card books, revolving stands, also showing for the first time the Acme storage cabinet and Acme appointment books. E. F. Durbin was in charge of the display.

ADAMS, E. B., Los Angeles, Calif., displayed Insto electric time stamps and Postindex visible filing system. Shown for the first time was the Instograph, new Insto straight line reading time stamp. E. B. Adams was in charge, assisted by W. C. Oatey.

ADDRESSOGRAPH COMPANY, Chicago, Ill., demonstrated Addressographs, Graphotypes and the Dupligraph, which is a new device, printing, filling-in, dating and signing complete letters at the rate of two thousand per hour. F. W. Thompson was in charge. V. C. Cole, special Pacific Coast representative from the home office, was also in attendance.

MORE PICTURES FROM THE LOS ANGELES BUSINESS EXHIBITION

AMERICAN MULTIGRAPH COMPANY, Cleveland, Ohio, and Los Angeles, Calif., exhibited the Multigraph senior printer No. 66; addressing Multigraph; keyboard Compotype, Multigraph folding machine and the Junior Multigraph. The new devices shown included the keyboard Compotype and the addressing Multigraph. Division Manager Norman Selby was in charge, assisted by Roy Jarrett, assistant sales manager, and J. B. Van Fossen, Western representative of the Compotype department, from the home office at Cleveland. In addition to Mr. Jarrett and Mr. Van Fossen, there were in attendance from the home office W. C. Dunlap, vice-president in charge of sales, and Ray Winger, assistant sales manager in charge of advertising.

BISHOP, LEROY C., Los Angeles, Calif., showed the Dictograph intercommunicating telephone system, to which many features have been added during the past year. This display was in charge of Leroy C. Bishop, assisted by J. F. Tafe and E. H. Smith. Vice-President and General Manager W. E. Snodgrass from the home office was also in attendance.

CLARK, C. L., Los Angeles, Calif., displayed Triner mail and commercial scales, also the Saxmayer bundle tyer. C. L. Clark was in charge of the exhibit.

DALTON ADDING MACHINE COMPANY, Cincinnati, Ohio, and Los Angeles, Calif., had on display various models of the Dalton adding, calculating, cash register and bookkeeping machines. Shown for the first time was the J model combination ledger and statement machine with full automatic cycling mechanism. Sales Agent George E. Montgomery was in charge. E. W. Harris, Pacific Coast manager, with headquarters at San Francisco, was also in attendance.

DAYTON SCALE COMPANY Division of the International Business Machines Corporation, New York, N. Y., and Los Angeles, Calif., exhibited automatic computing scales, hardware and counting scales, parcel post and mailing scales, meat slicers and grinders, also coffee mills. There was also on display a full line of the International Business Machines Corporation's products including International time recording devices, electric time systems and electric tabulating and accounting machines. William Hull was in charge of this exhibit.

DICTAPHONE SALES CORPORATION, New York, N. Y., and Los Angeles, Calif., demonstrated the Dictaphone transcribing and dictating machines, featuring the "New Automatic Voice-Repeater" on the transcribing machine and Featherweight mouthpiece on A-10 Dictaphone. Branch Manager William O. Ryle was in charge. Also in attendance was J. H. Best, Pacific Coast manager, with headquarters at San Francisco.

DITTO SYSTEMS, INC., Chicago, Ill., and Los Angeles, Calif., showed Ditto duplicating machines and supplies. E. E. McNally was in charge, assisted by J. G. Wells and J. M. Posey.

DODD, MEAD & COMPANY, New York, N. Y., and San Francisco, Calif., exhibited the New International Encyclopedia in various bindings. H. A. Robinson was in charge.

DO/MORE CHAIR COMPANY, Elkhart, Ind., and Los Angeles, Calif., displayed the Do/More health chairs. In charge of this display were C. H. Mauerhan and J. C. Wilson.

EDISON, INC., THOMAS A., Orange, N. J., and Los Angeles, Calif., demonstrated the Ediphone, featuring the new Electric with bakelite speaking tube and automatic signal device, indicating when dictator is not dictating, with recorder in correct operative position. A replica of the original 1877 model was shown as was also a gold Ediphone representing the 1927 product in celebration of the fiftieth anniversary. A special nickel-plated glass case Ediphone showing mechanical construction created much interest. George E. Montgomery was in charge of this exhibit. Also in attendance was Nelson C. Durand, vice-president in charge of sales, from the home office.

ELLIOTT ADDRESSING MACHINE COMPANY, Cambridge, Mass., and Los Angeles, Calif., exhibited addressing machines in hand, automatic and electric models, the hand automatic equipment being new. William L. Hovis was in charge.

EMBOSOGRAF CORPORATION OF AMERICA, Los Angeles, Calif., showed for the first time in the United States the Embosograf line of machines in four sizes, namely, four, eight, twelve and fourteen inches. J. W. Blue was in charge.

FELT & TARRANT MANUFACTURING COMPANY, Chicago, Ill., and Los Angeles, Calif., exhibited the Comptometer, featuring the new Model J, which is said to have a twenty-eight per cent lighter key action and has a new cancelling lever. John M. Flowers was in charge. A. J. DeBerard, assistant sales manager, from the home office, was also in attendance.

ELLIOTT-FISHER Division of General Office Equipment Corporation, Harrisburg, Penna., and Los Angeles, Calif., had on display a full line of accounting, billing and writing machines. In charge of this exhibit were C. W. Fawcett, branch manager of the Elliott-Fisher division, and H. F. Williamson, branch manager of the Sundstrand division. F. F. Wright, district manager, was also in attendance.

GIMMEL BROS. & GLENDENNING, INC., Los Angeles, Calif., demonstrated the Noiseless letter folding machine, for which they are exclusive representatives in the state of California, and Bircher letter openers and sealers. In charge of the letter folder display was F. R. Weatherbee. The Bircher products were explained by R. D. Bartlett, manager; B. D. Weber, R. C. Haney and W. H. Frank. President Henry Gimmel of the San Francisco office, was also in attendance.

GREGORY'S FOUNTAIN PEN STORE, Los Angeles, Calif., exhibited the Jiffy Vacuum unleakable fountain pens and Ever-grip pencils, which were shown for the first time, just recently having been placed on the market. These are of Los Angeles manufacture. C. G. Gregory was in charge.

GRIMES-STASSFORTH STATIONERY COMPANY, Los Angeles, Calif., displayed the Globe-Wernicke visible index and 5 file, Meilink safes, Tatum posting trays, aluminum file guides and aluminum vertical visible files, the latter two devices being new. Manager Ebenezer Wallace was in charge, assisted by John B. Hibbard, representing The Globe-Wernicke Company; John G. Rix, the Meilink Steel Safe Company; J. M. Davison, Wilson-Jones Company (Tatum) and J. M. Conroy, Aluminum Company of America.

O. C. HANEY CORPORATION, THE, Los Angeles, Calif., demonstrated the Rotaprint, for which they are the sole selling agents on the Pacific Coast. This was the first time Reiner's Rotaprint has been shown west of New York. O. C. Haney was in charge.

HANSON DESK COMPANY, Los Angeles, Calif., displayed the lines of the Valley City Desk Company; Johnson Chair Company; Wagemaker Company and Columbia Steel Equipment Company. Featured especially was the new ten-point Wagemaker desk. L. G. Hanson was in charge.

HUSH-A-PHONE CORPORATION, New York, N. Y. (See Schubert Office Specialty Co.)

HUTSON & COMPANY, C. S., Los Angeles, Calif., showed various styles of engraving, lithography and printing. R. U. Heryer was in charge.

ILLUSTRATED DAILY NEWS, Los Angeles, Calif., showed the Tabloid Daily Newspaper.

INDIVIDUAL SANITARY SERVICE COMPANY, Los Angeles, Calif., displayed Dixie cups and Scott tissue products. C. J. Fry, H. D. Marquis and C. Pereira were in charge. Mr. Schwarz of the Individual Drinking Cup Company, Inc., Easton, Penna., was also in attendance.

INTERNATIONAL TIME RECORDING COMPANY Division of the International Business Machines Corporation, New York, N. Y., and Los Angeles, Calif., displayed their products, including electric time program and signal systems, pay roll and labor cost systems and recording door locks for schools, colleges, mercantile, banking and industrial plants; latest improved electric time hourly self regulating and pay roll recorders, etc. In charge of this exhibit were D. D. Evans, sales agent; H. F. Oakley, H. L. Sloan and A. G. Dietrich, local representatives.

KALAMAZOO LOOSE LEAF BINDER COMPANY, Kalamazoo, Mich., and Los Angeles, Calif., exhibited loose leaf devices and accounting systems, visible record binders and public record binders. A. L. Loring was in charge.

(Continued on page 147)

Business Show Guest Book

The following persons were visitors at Office Appliances' booth and inscribed their names in the Guest Book:

Monday, March 21—Elwood Carpenter, Line-a-Time Manufacturing Company, Portland, Oregon; H. A. Homeyer, office furniture, Los Angeles; Roy Jarrett, American Multigraph Sales Company, Chicago; Nelson C. Durand, Thomas A. Edison, Inc., Orange, N. J.; Charles Ganser, Ganser brushes, Los Angeles; T. C. Stine, Los Angeles; George L. Hossfield, Underwood Typewriter Company, New York; Frieda E. Hossfield, New York; S. Yoshizawa, Mitsui Company, Tokyo, Japan.

Tuesday, March 22—Paul Dietrich, Los Angeles; J. T. White, W. T. Tupper Organization, Los Angeles; Harry A. Furman, Schenectady, N. Y.; Louis E. Hanson, Hanson Desk Company, Los Angeles; John E. Huling, The Huling Company, Los Angeles; Nathan W. Tupper, Pacific Palisades; Daniel H. Newhall, Jr., Kardex, Los Angeles; Frank E. Tupper, National Business Show Company, New York; C. J. Schubert, Jr., Schubert Office Specialty Company, Los Angeles; Emil A. Trefzger, Underwood Typewriter Company, Los Angeles; Leo J. Taylor, Speedaumat Addressing Machinery, Los Angeles; F. B. Fisher, The Cahen-Strodthoff Company, San Bernardino; F. G. Jacobson, Kalamazoo Loose Leaf Binder Company, Los Angeles; H. A. Ecclestone, Remington Typewriter Company, Los Angeles; C. G. Gregory, Jiffy Vacuum Pen, Los Angeles.

Wednesday, March 23—George H. Griffith, Koh-I-Noor Pencil Company, New York; G. L. Gilbert, Minneapolis Desk Pad Company, Los Angeles; F. W. Thompson, Addressograph Sales Company, Los Angeles; Joseph O. Wilson, Do/More Chair Company, Los Angeles; W. C. Dunlap, American Multigraph Sales Company, Cleveland; H. R. Russell, Powers Accounting Machine Company, New York; R. M. Winger, American Multigraph Sales Company, Cleveland; Norman Selby, American Multigraph Sales Company, Los Angeles; H. L. Gimmel, Multicolor line and Bircher mailing room equipment, San Francisco; R. P. Templeton, Los Angeles; R. L. Manning, L. C. Smith & Corona Typewriters, Inc., Syracuse, N. Y.; Gilbert Lee, president, Insto Company, Los Angeles; J. H. Brandimore, Los Angeles; W. R. Swartz, The Gunn Furniture Company, Los Angeles.

Thursday, March 24—Joe E. Harvey, Regional Governor, National Association Stationers, Office Outfitters and Manufacturers, Los Angeles; Norman S. Hard, stationery and printing, Los Angeles; W. F. Lucas, stationery and printing, Los Angeles; H. S. McCormack, Glendale; J. C. French, stationery and typewriters, Calexico; F. C. Huber, secretary, treasurer, Parker Pencil Company, Inc., Los Angeles; Charles J. Elliott, Western Lithograph Company, Los Angeles.

Friday, March 25—John K. Conway, Marchant Calculating Machine Company, Los Angeles; H. P. Thompson, C. F. Twomey Company, Los Angeles; R. E. Steward, Hollywood Citizen, Los Angeles; Joseph E. Bellen, office furniture, Los Angeles; E. E. Bushnell, Bushnell Mfg. Co., Los Angeles; E. H. Harris, Dalton Adding Machine Company, San Francisco.

Saturday, March 26—J. S. Duncan, Chicago; M. Campbell, George W. Fossel Company, Los Angeles; E. Wallace, Grimes-Stassforth Stationery Company, Los Angeles; W. W. Erskine, San Francisco; John B. Hibbard, The Globe-Wernicke Company, Portland, Ore.; Howard M. Rosine, Los Angeles Addressing and Mailing Company, Los Angeles; George S. Walker and Mrs. Walker, L. C. Smith & Corona Typewriters, Inc., Western Typewriter Sales Company, Denver; C. J. Harris, L. C. Smith & Corona Typewriters, Inc., Los Angeles; W. E. Eckert, Powers Accounting Machine Corporation, New York; R. Pitts, Gunn Furniture Company, Los Angeles; Arthur McGrew, Los Angeles; W. N. Moses, A. B. Dick Company, Berkeley, Calif.; H. G. Jameson, Grimes-Stassforth Stationery Company, Los Angeles.

Historic Oliver Building Changes Hands

The building occupied so many years at 159-67 North Dearborn street, Chicago, Ill., by The Oliver Typewriter Company, has been acquired by the Chicago Real Estate Board. The owners of the property were Arthur and Herbert Luman, trustees, Boston, Mass.

The board will occupy three of the seven floors for its own use after getting possession. The Young Typewriter Company and The Oliver Typewriter Service Company are among the present tenants. The original Oliver Typewriter Company moved its offices to the factory at Woodstock, Ill., several years ago.

A number of the big men of the typewriter field are familiar with the old building, as many of the best Oliver salesmen graduated into the organizations of other typewriter manufacturers.

California Hath Charms

Being an Account of a Recent Trip to the Sun-Kissed Slopes Where the Orange Blooms Nestle with the Golden Fruit and All Nature Smiles.—By J. A. Gilbert.

CALIFORNIA has a certain charm which leaves in the mind of the visitor an earnest desire to revisit its beautiful, progressive cities, enjoy its justly famed climate and partake of the generous hospitality of its citizens. Small wonder that the west has increased in population in recent years twice as fast as the remainder of the country.

Two years ago I had the privilege of making my first California trip. In the few weeks allotted I called upon many of our friends in the trade and spent one week at the Los Angeles business show. This year's business show in the same city brought the same opportunity as before, and making the most of it I started for California in a roundabout way, leaving Chicago on the Panama Limited on the Illinois Central.

My first stop wasn't in California at all. Taking the southern route, I tarried between trains at New Orleans. There I found Manager J. L. Videau of the Underwood Typewriter Company busy at his daily work, but not too busy for a little visit. He seemed quite optimistic about general conditions.

Just a few doors away is the store of Dameron-Pierson Company, Ltd., where I found J. Ogden Pierson engaged in a task, or several tasks, to be more exact, for he was carrying several matters through to conclusion at the same time. The Dameron-Pierson store is well arranged and creates a favorable impression upon the mind of the customer as soon as he enters the door. The second floor is used for office furniture display. Some of the finest office furniture made is attractively grouped on the floor to enable the customer to visualize it as it will appear in his own office. Mr. Pierson believes the future growth of southern commerce and prosperity will come from diversified interests and diversified crops. He looks upon the present situation in the South as a blessing in disguise.

Spain Founded Los Angeles in 1781, but Now—!

Only two calls were made in New Orleans because of time limitations. Two days later I landed in Los Angeles and proceeded to interest myself in the business show at the Ambassador Auditorium. Waldo Tupper, resident manager of the National Business Show Company, was absent from his office when I called because of the serious illness of his father. During the show, however, I had opportunity for several brief visits with him and with Frank E. Tupper, his uncle, who is president of the National Business Show Company. The show, which continued one week, was a success, exhibitors and visitors alike expressing approval. An account of the business show appears elsewhere in this issue.

One of my first Los Angeles calls was upon Louis Hanson of the Hanson Desk Company. He was kind enough to loan us furniture for our booth at the show, where he took care of our needs most satisfactorily. Mr. Hanson leaves the land of sunshine periodically to visit eastern plants whose lines he sells. He reported active business, as indeed, did every one else interviewed in that city.

For variety I drifted to the shop of E. E. Bushnell, affectionately known as "Bush" by the local typewriter fraternity. Operating under the name of Bushnell Manufacturing Company, he recovers and grinds platens for dealers in Southern California and other Coast territories and in some localities farther east. He gave me a cordial

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NEW MACHINES and DEVICES

New Ideas in Tubular Steel Stands

The Sherman-Manson Manufacturing Company, 1445-1445 West Austin avenue, Chicago, Illinois, for more than twenty-two years producers of portable tables, recently issued an interesting illustrated folder presenting a new line of tubular steel stands for typewriters, calculating machines, hand-operated adding machines and general office use. Tubular steel enameled in black, olive green or mahagony, is used in building the body frames of these stands, giving great strength without excess weight. The tubular construction is said to be cleaner because there are no angles or corners where dust can accumulate. The frames are welded and bolted together and the legs are fitted with solidly set easy-rolling casters, all with the new patented Sherman-Manson foot-locking device illustrated. This foot locking device operating with a quick action trip lever, makes it possible to raise the stands from the floor upon the casters or lower them on fibre shod feet so that the stand can be rolled to any location and then set firmly on the floor.

These new stands are twenty-six inches high, the center or main tops being 17 x 18½ inches and the flush or raised side shelves being 12 inches by 18½ inches. The raised side shelves are thirty inches from the floor and both the raised and flush side shelves are interchangeable, right or left. The tops are all made of five-ply oak or genuine mahogany veneer and are held in place by strong supports.

The Sherman-Manson Manufacturing Company also present a new special stand known as No. 24 which can be equipped with either flush or raised side-shelves, but has adjustable machine foot rests in place of the usually solid wood center top. This stand is designed to accommodate any typewriter, calculating machine or hand-operating adding machine firmly in position. The claim is made that the elimination of the solid wood top which acts more or less as a sounding board, makes the operation of the machine on the new stand much more quiet.

A New Orpin Desk

The Orpin Desk Company, 121 Medford street, Charlestown, Mass., has established a new grade of desks known as the 800 grade, one example of which is presented in the accompanying cut. These desks are different from the ordinary square leg type, but, at the same time, the company is able to produce them without charging exorbitant prices. They are pleasing in appearance, well constructed and are priced so that they are closely in line with the accepted type of ordinary desk. These desks are made in genuine walnut and mahogany throughout. The particular desk illustrated here is No. 8605. The company states that practically every chair manufacturer has as part of his regular stock, chairs which will closely match these desks; in fact, the Orpin Desk Company itself has two makes of chairs which they can offer in connection with their new line.

The Orpin Desk Company and its predecessors have been in business since 1874. The line has been improved and increased from time to time until, at present, seven separate and distinct grades of desks and tables are produced. The products of the factory are made under close inspection and supervision and definite guarantees accompany every article sold.

Guide for Rubber Stamp Impressions

The Mid-Valley Manufacturing Company, 562 Central Station, St. Louis, Mo., markets the "Prestoprint." This device enables users of rubber stamps to position impressions from a rubber stamp with accuracy. A gauge is mounted on a board, which maintains the paper in position. Another gauge for the rubber stamp guides it to the correct location on the paper. This permits close registration of rubber stamp impressions, and enables neat work. A stamp pad and ink are included with the device, which retails for $5.00.

NO. 24B STAND WITH ADJUSTABLE MACHINE FOOT REST.

NO. 23 A B. TUBULAR STEEL STAND DESCRIBED HEREIN.

NEW SENGBUSCH DESK PEN SOCKET WITH ROUND BASE.

ON THE RIGHT IS SHOWN THE DETAIL OF THE DIPADAY DESK PEN RESTING IN ITS APPROPRIATE HOLDER.

NEW SENGBUSCH DESK PEN SOCKET WITH SQUARE BASE.

NO. 70 INKSTAND

DETAIL ILLUSTRATIONS OF A NEW AND INTERESTING DESK OUTFIT JUST PUT ON THE MARKET BY THE SENGBUSCH SELF-CLOSING INKSTAND COMPANY OF MILWAUKEE, WISCONSIN.—The Company Expects to be Ready to Make Deliveries on May 1. This Outfit Is Handsome and Can be Used in Various Ways. The Pen Is Especially Interesting.

New Items in Sengbusch Line

The Sengbusch Self-Closing Inkstand Company of Milwaukee, Wisc., recently added several new items to its line. These items will be ready for delivery after May 1. They include the Sengbusch adjustable pen socket, Sengbusch Dipaday pen and a No. 70 all-hard rubber inkstand.

The adjustable socket in three styles and five colors is made to fit all Sengbusch bases. Two of the numbers—a three-inch square and a three-inch round socket—may also be used separately on the desk. No readjustment of the dealers' stock is necessary. A slight turn to the right or left adjusts the socket to hold any pen securely, the socket being adaptable for large or small barrel fountain pens or desk dip pens. This broadens the opportunity of the dealer considerably.

Also it is pointed out that a Sengbusch set already in use may be changed to a combination ink set and socket set at a minimum cost.

The Dipaday pen is not a fountain pen, but strictly a desk pen, guaranteed fourteen karat gold, iridium point, with a hard rubber barrel and feed. The construction of the hard rubber feed and arrangement of the slots is such that by dipping the pen sufficient ink is retained to permit several pages to be written. If the pen is dipped and placed in the socket it will retain the ink and keep the nib moist so that it will write instantly. If only a few lines are written at intervals during the day, one dip will last the entire day. The pen is of light weight and even balance. It is instantly replenished and no manipulation of any kind is required to refill. Dipped in the usual manner into an inkstand, the feed automatically refills. Two styles and sizes are offered with assorted nibs—extra fine, fine, medium, stub and manifold.

A new inkstand has also been added to the line. It will be known as No. 70. It is made of hard rubber throughout, two inches square and countersunk into a 1½-inch hole.

All of the foregoing items are of the well-known Sengbusch quality. They possess beauty and fine workmanship and are backed by the regular Sengbusch guarantee. Advertising literature is now ready for distribution to the trade.

High "Postur-Chair" on Casters by Uhl

The Toledo Metal Furniture Company, Toledo, Ohio, has developed and marketed high office chairs mounted on casters. It is said that this is the first innovation in that direction. The new No. 9606-28 is included in the "Postur-Chair" line. In altering the design for chairs of increased height there is a slightly increased spread at the base. The chair can be moved about on any floor without danger of upsetting. A foot-rest ring is provided. The lower models in this No. 9606 line—which is built in five heights, from

NO. 9606-28 "POSTUR-CHAIR" FOR HIGH DESK WORKERS.

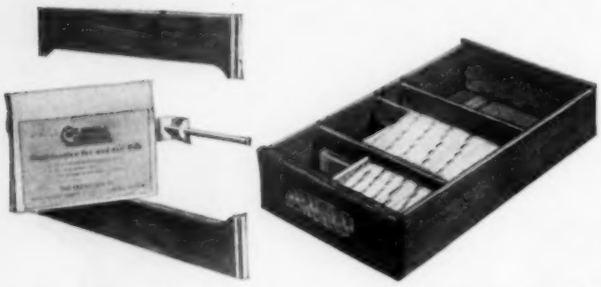
seventeen to 28½ inches high—are ideal for stenographers, typists and other office workers.

The "Postur-Chair" bears the label of the American Posture League, attesting to design which promotes correct position when seated at work, assuring comfort and avoiding a slouched position which hinders the proper action of heart, lungs and other vital organs.

"Combifile" a Valuable New Desk Feature

The Clemetsen Company, 3403 West Division street, Chicago, manufacturers of fine office suites, desks, etc., for business, bank and professional use, have developed a new time-saving desk feature known as the "Clemco Combifile." By means of this patented device anyone can quickly convert a 3 by 5-inch card file into a 4 by 6-inch card file, including guides, or vice versa.

Illustration No. 1 shows the three simple working parts of The Combifile. No. 2 shows a drawer containing both



NO. 1. THE THREE SIMPLE PARTS OF THE CLEMCO COMBIFILE. NO. 2. DESK DRAWER WITH 3 BY 5 AND 4 BY 6-INCH CARD FILES IN DRAWER.

the 3 by 5 and 4 by 6 inch card files. To convert the one into the other the user inserts the rod and partitions in the next groove; with a dime or other small disc or tool, he loosens the screw on the follower block, moving it back to the middle of cards, then tightens screw.

Every regular pedestal drawer of a Clemco desk is fitted to take the new "Clemco Combifile," which is sold exclusively for use in all Clemco desks.

New Member of the Eff & C Chair Line

The Fritz-Gross Company, Hamm building, St. Paul, Minn., announces that the No. 2 Eff & C chair is now made identical with the No. 1 except that the swivel is omitted. Since their entry into the market with the Eff & C line of correct position chairs, agencies have been established throughout the entire country.

The general features of the Eff & C line are familiar to readers of Office Appliances from previous descriptions.

Multi-angle Sheaffer Desk Sets

The W. A. Sheaffer Pen Company, Fort Madison, Iowa, has added the universal type fountain pen desk set to its lines. The stationary or standard type of desk set, originated by the Sheaffer company two years ago, filled a definite need on many desks. It eliminated groping for the desk pen, or in dipping into the old fashioned inkwell. The standard set supports the pen at an angle of forty-five degrees—the customary writing angle. The Sheaffer staff learned through two years' experience that there was a need for a set suited to users of roll top desks, and those individuals who prefer to place their valued pen sets in some secure place after working hours. Often they found place in a desk drawer or in a filing safe. So the good features of the standard set were embodied in the universal. The company will continue to supply the trade with both the standard and universal types.

The universal desk fountain pen set is equipped with a socket that allows the pen to be moved to four different writing angles at which the socket locks. The pen and socket swivels and rotates to suit the writer's notion. The universal joint from which the set gets its name is equipped so there is practically no friction to cause looseness. This was proven recently when one of the sockets was moved forward and backward more than six thousand times, after which the socket spring showed as much liveliness of action as before the test was begun. The universal joint is made up of a ratchet lock socket reinforced with unusually substantial spring.

The universal sets will be equipped with or without the famous "Lifetime" pens, have double or single bases and sockets and all but the metal parts of the sockets and bases are made of "radite," crystal or jet black plate glass.

The Sheaffer company also announces three new fountain pen lines, known as the 3-25, 5-30 and 7-30 lines. The 3-25 is a $3.00 pen guaranteed for twenty-five years if not misused. The 5-30 line is a $5.00 pen guaranteed for thirty years if not misused. The 7-30 line is a $7.00 pen guaranteed for thirty years if not misused. The 3-25 line is made of six different designs, the regular size with clip, the short with clip and the short with ring in both jet black and coral red radite.

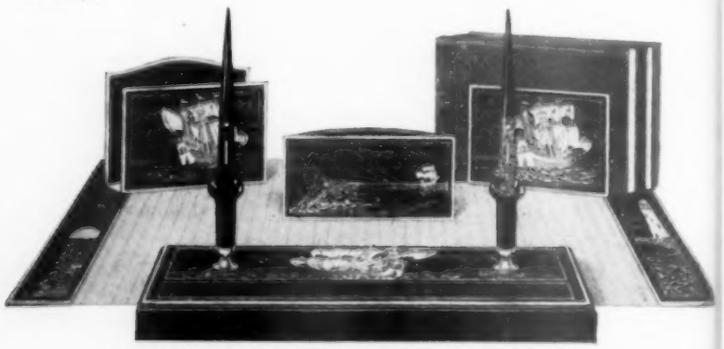
The 5-30 line is also made up in six different designs, but in jade green and jet black, while the 7-30 is made long with clip in jet black and jade green.

The 3-25 line is believed to be the only fountain pen at such a small cost that is guaranteed for twenty-five years.

Another new Sheaffer item is the six-piece hundred dollar executive desk fountain pen set, composed of two pens and equipped with blotter holder and pad, pair of book ends, letter holder, letter opener and rounded blotter holder. The base of the set is made of genuine American walnut, inlaid with brass. The set is known as Sheaffer's "Masterpiece" and is built to match the fine furniture of the business office.

The "Masterpiece" promises to have a wide vogue for holdiday gifts, as well as presentation tokens when office men are promoted. Here the stationer's field widens materially.

SHEAFFER UNIVERSAL TYPE FOUNTAIN PEN DESK SET.

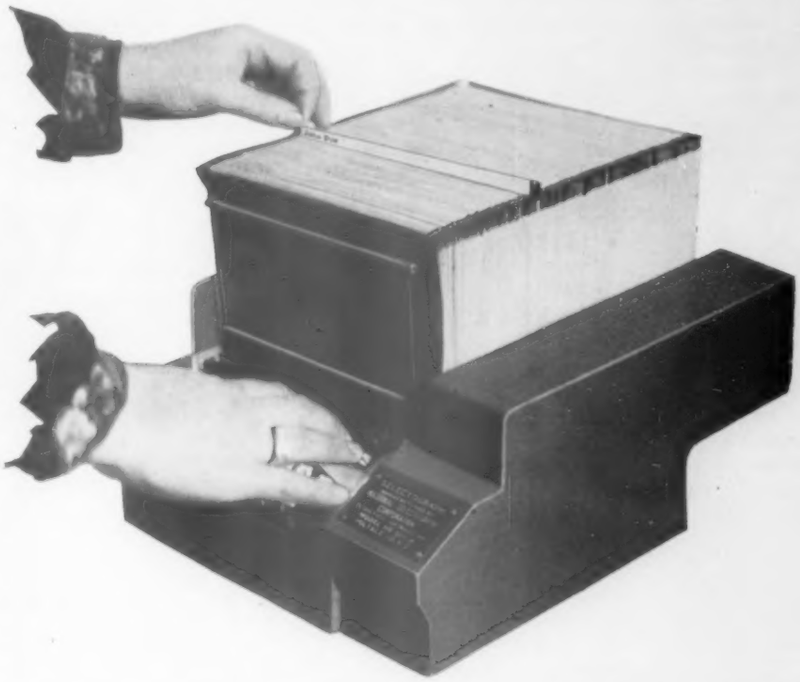


SHEAFFER "MASTERPIECE" DESK SET.

Machine Selects Cards, Ledger Sheets, Etc.

The Selectograph is the name of a new device for the mechanical selection of cards, ledger sheets and the like. It is a key-operated machine which mechanically selects cards or ledger sheets much faster than the work can be done by hand, eliminating, it is said, all alphabetical, numerical or other hard and fast rules for filing. After the entry has been made on the card or ledger sheet, it is dropped back into the file without any regard to its position as concerns other cards. The Selectograph is operated by a simple keyboard like that of a typewriter or adding machine. It has the quality of absolute mechanical accuracy. The manufacturers emphasize the fact that a single card or any number of cards in a bunch may be dropped back into the card tray without regard to their order. The machine does the selecting whenever the operator wants a given card. The operation of the machine is magnetic and it is said there are no working parts to get out of order.

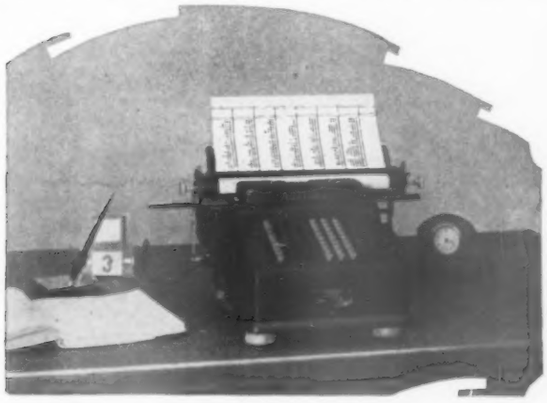
W. W. Erskine, manufacturer's agent, formerly representing the Dalton adding machine and the Ediphone in San Francisco and on the Pacific Coast, is a member of the staff of the Selectograph organization, which is known as the National Selectograph Corporation, 455 Ninth street, San Francisco, Calif.



THE "SELECTOGRAPH."—An Ingenious Key-Operated Device for the Mechanical Selection of Cards, Ledger Sheets and the Like.

Pioneer Portable Electric Listing and Adding Machine

The new Add-Index portable electric adding and listing machine has an Universal motor incorporated in the frame of the machine. This motor will operate on any 110 volt current A. C. or D. C. and where the customer has 220 volts, a 220 volt Universal motor will be supplied. The application of an Universal motor to an adding-listing machine is unique and, so far as we know, the Add-Index



ADD-INDEX PORTABLE ELECTRIC ADDING AND LISTING MACHINE

portable electric adding and listing machine is the only machine on the market using an Universal motor.

Incorporated in the design of this machine is a no-load resistance which makes the use of the Universal motor possible. This resistance is automatically cut in when the machine is not operating, thereby maintaining uniform motor speed when running idle as well as when operating at full load. It may be well to explain at this point that the speed of the Universal motor varies with the load applied as well as with the voltage used. In other words, the greater the load, the slower the speed, and the lower the voltage the slower the speed will be. Also the Universal motor runs more slowly on sixty-cycle 110 volt A. C. than it does on 110 volts D. C.

To take care of varying voltage and different kinds of currents the Add-Index portable electric has been equipped with means for easily adjusting the machine to any condition which may exist with regard to voltage and kind of current at the place where it will be used.

This is done by means of an adjustable resistance actuated by a readily accessible knob on the left side of the machine and this also is another feature not found on any other listing and adding machine as far as we know.

Another unique and original feature is the automatic total and sub-total key. When a sub-total or total is desired, it is only necessary to press the sub-total or total key and the amount in the dials is printed without the necessity of depressing the touch bar.

Printing the first item in red automatically is said to be also another exclusive feature which eliminates the possibility of accidentally starting off with figures in the dials.

New Model Courant Letter Opener

The Hush-A-Phone Corporation, who are marketing the Courant letter opener, state that this device is meeting with a favorable reception and ready sale.

The small machine, which retails for $6.50, has already been substantially improved without increase in price. The width of the machine has been increased to 8 inches and the operating lever increased substantially in length and on a different principle. These changes materially enhance the ease of operation.

They also announce that they have available for the market a machine to retail for $10.00 with a 10-inch blade. They are thus prepared, through their dealers and agents, to meet the needs of any business concern for a letter opener up to a volume of mail requiring the installation of a motor driven automatic feed machine.

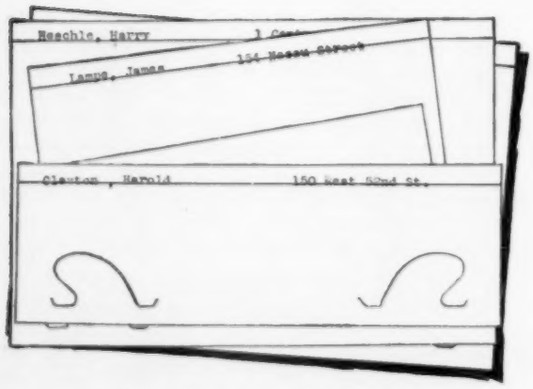
Dealers' and agents' discounts may be obtained by writing the Hush-A-Phone Corp., 19 Madison avenue, New York.

Some Features of the Vandex Equipment

The new Vandex visible equipment perfected by The C. E. Sheppard Company, loose leaf systems, Van Alst and Fourteenth streets, Long Island City, N. Y., has several interesting variations. We show here illustration of Vandex equipment presenting cards in folders. Another illustration shows the die cut cards used in the folders and a third shows the folders in a drawer of the Automatic cabinet.

Vandex vertical filing is accomplished with a reinforced filing folder made of heavy manila stock, having a series of slits cut for the reception of record cards which in turn have die cuts for the purpose of attaching to the folder. The index or visible information is typed or written at the top of the card. The cards slide up and down in the folders and can be added or removed in an instant. The cards act as their own holders, each one locking itself and adjacent ones together and providing exact elevation to the card above for correct visibility. It is characteristic of Vandex visible equipment that it requires a very small amount of floor space in proportion to the amount of information it carries and costs very little. Vandex visible vertical filing systems fit any standard filing cabinet or the folders may be filed in desk drawers, transfer cases or carried in brief cases. Folders are made in three standard sizes to receive standard width cards.

SHOWING VANDEX CARDS IN FOLDERS



DIE CUT CARDS FOR FOLDERS

Expanding Front Applied to Posting Tray

The Automatic File & Index Company, Green Bay, Wis., has applied the expanding feature of its correspondence files with very gratifying results to a steel posting tray recently put on the market. The company has built its first model to take sheets up to 9x11 inches high. Other sizes may follow. The new "Afico" posting tray has a capacity of

"AFICO" STEEL POSTING TRAY

13½ filing inches. It expands to twenty-three inches at the top, and the outer dimension is only seventeen inches deep.

To expand—just tilt the front forward and the compressor tilts backward automatically. Thirteen inches of solid accounts spread instantly to twenty-three inches at the top. The six-roller bearing compressor moves easily at the touch of the clutch lever, to any point within the depth of the posting tray. The compressor is never handled except to adjust the space for the addition or removal of sheets or cards.

To compress the contents of the posting tray—a light finger pressure on the front, and both the front and compressor are brought to vertical positions automatically. The sheets are compressed into reduced space. The quick and easy method of opening and closing the posting tray is an incentive to keep the file closed when not in use.

This tray is made with a substantial cover to protect the contents. It is furnished either with or without an omnibus base.

("**New Machines**" Continued on Page 213.)

FOLDERS IN DRAWER OF AUTOMATIC CABINET

Equipment and Building Contractors Dined

Some weeks ago a testimonial dinner was given to individuals and representatives of manufacturers and structural contractors who had a part in the building and equipment of the new office and exchange building at St. Louis of the Southwestern Bell Telephone Company. The guests received souvenirs of the event—a handsome booklet containing exterior and interior views of the building, and a page of interesting details of this mounmental building. The last page of the book contained a list of the names of the architects, engineers and contractors, together with a list of those firms which furnished materials and equipment. The cover of the book was adorned by an embossed design of a relief model of the building. The name of the recipient was stamped in gold on the cover.

The St. Louis branch of The General Fireproofing Company received one of these souvenirs. That branch supplied over 200 steel desks and 1,263 steel files and counters.

The Telephone building at St. Louis is the tallest structure in the city, rising 369 feet above the street level. In design, it is typical of the latest ideas in skyscrapers, with a series of setbacks to assure light and ventilation. The structure is supported by 130 caissons, sunk seventy-five feet below the street level. The steel framework is formed of 9,100 tons of structural material. Bedford stone was selected for the walls, 9,750 tons of this material being used. The sheer South wall is brick, over 4,262,000 bricks being laid for this exposure.

Every possible means was taken to make the building fireproof. The floors are of concrete, covered with linoleum. Practically all the files are of steel, and most of the office furniture. The total floor area is 514,380 square feet. On the South side of the building is a fire tower, for use as an escape. This is surrounded by concrete, and the only access to the tower is through double doors on each floor. A concrete stairway in this tower extends from the street to the top. The windows are glazed with wire glass. Practically all the shelving is of steel. There are fire alarm call boxes on each floor, and also emergency fire apparatus.

BUILDING OF THE SOUTHWESTERN BELL TELEPHONE COMPANY, ST. LOUIS, MO.—A Modeled Design of This Subject Was the Cover Illustration of a Book Distributed at the Testimonial Dinner. In the Present Instance This Cover Bore the Name of The General Fireproofing Company.

P. G. Underwood Recovers from Illness

P. G. Underwood of the Graff-Underwood Company, Somerville, Mass., recently suffered a severe illness and was confined for some weeks in a hospital at Springfield, Mass.

His friends will rejoice to learn, however, that he has so far recovered that he is now in Boston, where he is rapidly gaining strength and expects soon to be back at his desk.

REPRESENTATIVE OFFICE IN THE BUILDING OF THE SOUTHWESTERN BELL TELEPHONE COMPANY AT ST. LOUIS.—"G-F" Desks and Filing Cabinets are Shown in This View.

The Portland Business Show

Lively and Interesting Event in Oregon's Metropolis

THE week of April 4th to 9th was a memorable one in Portland, Oregon, this year. It marked the second annual Office Appliance Exposition, held in that city. As in 1926, the show was sponsored by the J. K. Gill Company, the largest local stationery and office equipment house. The J. K. Gill Company is unique among Western office equipment houses, because of the large amount of floor space at its command. The entire third floor, which is given over to office furniture, files, safes and supplies, was cleared of merchandise and fenced off into attractive booths. These booths were of two general classifications—those measuring 10x20 feet and those measuring 10x10 feet. The floor space available for this enterprise was about 80x100 feet, so that the magnitude of the show can readily be appreciated. Spaces were allotted to the various exhibitors according to their needs and they were charged a nominal sum to cover power, decorations, etc.

The first annual Office Appliance Exposition, held a year ago, proved so successful from every standpoint that there was no difficulty in securing the same exhibitors again this year. Much was learned from the previous show and this knowledge was used in sponsoring the second one. A co-operative advertising campaign was launched in connection with this year's show and the copy was placed in the hands of a leading Portland advertising agency. So successful was the advertising copy that the business show gained momentum day by day during the week until on Friday and Saturday, the final days, the crowds were surprisingly large. Over 15,000 people visited the show during the week.

The exposition remained open Thursday and Friday evenings during the week and the crowds that appeared were most gratifying. It was an out-and-out business show and the attendance was confined in the main to executives, office managers, commercial teachers and students. Besides these, of course, a host of small business operators came, in the hope of learning the newest and most efficient methods of handling their businesses. The great interest shown by these men, who are ordinarily difficult to approach, was remarkable.

SOME VIEWS TAKEN AT THE RECENT BUSINESS SHOW PUT ON AT THE ESTABLISHMENT OF THE J. K. GILL COMPANY, PORTLAND, OREGON.—Beginning at top, left to right: Booths of the J. K. Gill Company, Burroughs Adding Machine Company, Remington Typewriter Company, L. C. Smith & Corona Typewriters, Inc., Elliott-Fisher Company, The Dictaphone, the Dupligraph.

Radio Talks and Booth Exhibits

Four radio talks were presented during the week. They were given respectively by Richard G. Montgomery, assistant manager of the J. K. Gill Company, who sponsored the show; Holmes K. Ehrsam, Portland manager of the General Office Equipment Corporation, embracing the Elliott-Fisher and Sundstrand divisions; Roy S. Searle, local representative for the Brooks Visualizers and the Speedograph; and, finally, Ray Leslie, local manager for the American Multigraph Company. Each of the speakers approached the problem of the business show from a different angle and a great many of those who visited the exposition admitted that they came solely because of the radio talks.

Another feature that proved particularly interesting in

(Continued on Page 97.)

What A Business Man Can Do as Mayor

As every American stationer knows, the city of Lynn sometime ago decided to take the mayor out of politics and therefore elected a business man, Ralph S. Bauer of the R. S. Bauer Company, stationers, as mayor. In a letter written last winter to the Boston News Bureau, Mayor Bauer presents some figures which indicate that the people of Lynn were wise in their decision. Mayor Bauer's letter which appeared some months ago, is as follows:

"I thought you might be interested in rather a remarkable statement for a city of over 100,000 people in these times of misrule by political parasites and other types of grafters.

"We are showing an unexpended surplus at the close of the year of $250,000. There were no supplementary budgets for any amount issued during the year. Every department, except the Library Department, turned back unexpended money, the Library Department exceeding their budget appropriation by five cents only.

"We have cut the tax rate this year $5. We have operated the city for $1,000,000 less this year, and this it seems to me is a very unusual showing.

"It has meant a great deal of hard work and personal sacrifice from my own business, but I felt the possibility of making a demonstration was here, and it was my duty to do so.

"The best part of it all is that the people of Lynn were not deprived of a single public effort or service in all of this saving.

"Next year we will have even a lower tax rate than this year, at least $1 and maybe more.

(Signed) RALPH S. BAUER"

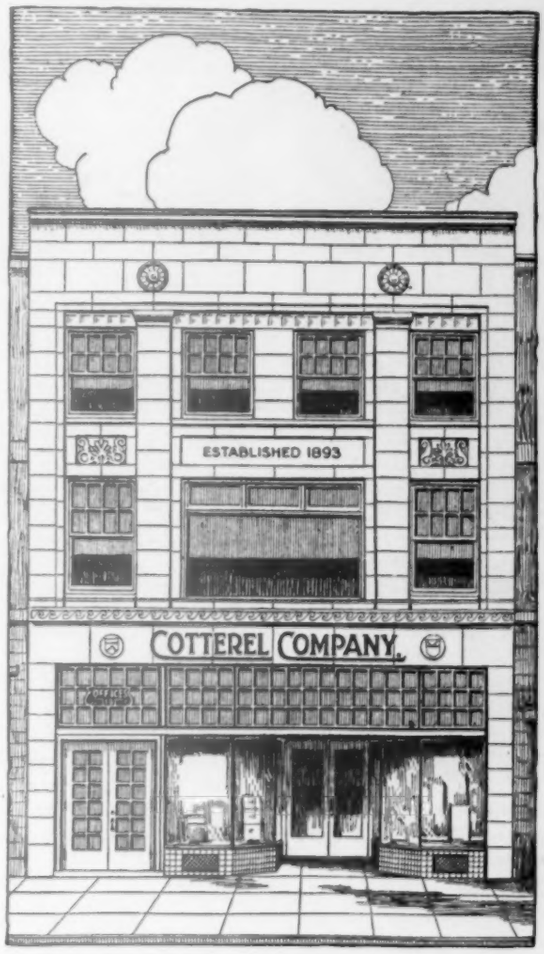
Harrisburg Stationers Take Handsome New Store

Cotterel Company on April 2 moved into their fine new store at 13 South Market Square, Harrisburg, Penna. On the previous evening they had announced the opening by means of a double page spread in the Evening News of Harrisburg. This announcement was bordered by portraits of the company's entire staff and a drawing—here reproduced—of the front elevation of the new store. The advertisement contained twenty announcements by different concerns whose lines the Cotterel organization carries; it also bore the announcement of the opening by the Cotterel Company itself, portraits of the officers and a history of the company from 1893 to the present time.

The manufacturers whose lines were mentioned in the spread included the following:

The Carter's Ink Company, Boston; Jamestown Metal Desk Company,, Jamestown, N. Y.; Dennison Manufacturing Company, Framingham, Mass.; Irving-Pitt Manufacturing Company, Kansas City, Mo.; The Gibson Art Company, Cincinnati, Ohio; Schell Leather Goods Company, Cincinnati, Ohio; the Sikes Company (chairs), Philadelphia; Sengbusch Self-Closing Ink Stand Company, Milwaukee, Wis.; Mahoney Chair Company, Gardner, Mass.; All Steel Equip Company, Aurora, Ill.; Invincible Metal Furniture Company, Manitowoc, Wis.; Cutler Desk Company, Buffalo, N. Y.; Meilink Steel Safe Company, Toledo, Ohio; Dauphin Electrical Supplies Company, Harrisburg, Penn.; William S. Cunkle & Son (tiles), Harrisburg, Penn.; The Conklin Pen Company, Toledo, Ohio; Burroughs Adding Machine Company, Detroit, Mich.; The Globe-Wernicke Company, Cincinnati; B. E. Starr, Architect, Harrisburg, Penn.; Boorum & Pease Company, New York, N. Y.

The present officers of the Cotterel Company are William F. Laskowski, Jr., president; S. H. Deckman, secretary and office manager, and Ernest B. Eppley, treasurer and store manager. The company was founded thirty-four years ago by David W. Cotterel, a resident of Paxtang, and now an honorary member of the company, and J. H. Frary, who opened a small bookshop and stationery store at 15 South Market Square under the name of Cotterel & Frary. Early in the history of the business Mr. Cotterel bought out Mr. Frary and continued in his own name after moving to 7 South Second street. The steady growth of the business necessitated removal to larger premises, which were found at 9 North Market Square. About this time fire destroyed the entire stock and fixtures, only partially insured. But Mr. Cotterel immediately opened again for business at 105 North Second street, continuing there until, in 1915, he had so far recovered his losses that he was able to return to 9 North Market Square. Here he continued his success, but, having grown old in the service of the business community of Harrisburg and desiring to retire, he sold out to W. F. Laskowski, Jr., and W. J. Evert, Jr.,



FRONT ELEVATION OF THE NEW STORE OF THE COTTEREL COMPANY.

who with G. F. Ebner, Jr., formed the Cotterel Company. To meet the growth of the business the store was moved to Second and Locust streets. In September, 1923, W. F. Laskowski, Jr., and E. B. Eppley brought out Mr. Ebner and incorporated the concern under the style, Cotterel Company.

Their recent removal to South Market Square marks another milestone in the history of the business. The company covers Central Pennsylvania and is said to carry the largest stock of stationery and office equipment between Philadelphia and Pittsburgh. Its stockholders, officers and staff are all workers and all young and in the vigor of life. Including the officers of the company the staff numbers twenty persons—eight young women and twelve young men.

A Romance of Business

By C. H. Ames, President of the No-Tarnish Products Corporation, New York City

NOTE.—*Charles H. Ames is relinquishing his active work in connection with the Ames Supply Company and giving his entire time to the interests of the No-Tarnish Products Corporation. He retains his holdings in the Ames Supply Company, however, and continues as vice-president and member of the Board of Directors.*

ABOUT sixty years ago the grandson of a man named Faulkner, a Canadian farmer, returned to the old homestead for a visit. In the pasture which his grandfather had cleared for trees, he passed an old stump into which possibly thirty years before one of the woodmen had driven an ax. The portion of the ax which was

CHARLES H. AMES

A. R. ROHRER

exposed was so rusty that it was almost possible to crumble it in one's hands. Out of curiosity the young visitor dug this ax out of the wood and to his surprise, he found the part of the blade which had been buried as bright as on the day it had been driven in. This fact awakened in his mind the thought that there might be a solution which would keep metals from rusting and tarnishing. The thought remained in the family as a dream or idea, handed down from generation to generation. Various members of the family experimented with the sap of the kind of wood in which the ax had been driven, but did not meet with success.

The story now takes us to the birth of the present J. W. Faulkner, chief chemist and official of the Atlantic Chemical Company.

Of his boyhood he remembers little but work and sacrifice. He did not complain but realized his duty to his parents. At twelve he was older than most lads of his years. He was of the type that says little but accomplishes much. The family were living on a rented farm just outside of Newark, N. J., and the lad longed for an education in chemistry, so that he could work out the family dream and solve the problem of keeping metal from tarnishing.

He used the second story of the farm corn crib for his laboratory and spent all the money he could get for books on chemistry and chemicals. He, too, experimented with the sap of the tree the ax was preserved in, but without success. He had reached the age of thirty-five, but was kept busy raising poultry and vegetables to support his mother and invalid father. His friends considered him a dreamer and refused to be interested in his idea, but in spite of all handicaps, he kept constantly at work at his problem—and finally came the turn in the road.

W. W. Ames, now president of the Atlantic Chemical Company, was one of Faulkner's customers and was a frequent caller at the Faulkner farm. Mr. Ames is a fine type of man. He had prospered in the West in the cattle business and had come East at the urging of his wife, selling out his cattle interests. He lived on the outskirts of Newark and was in possession of a comfortable income. A friendship developed between the two men and it was not long before Faulkner acquainted Ames with his problem. He offered Mr. Ames a half interest in his solution if he perfected it, providing Mr. Ames would back him. After talking over the proposition with Mr. and Mrs. Ames, the agreement suggested was reached. For three years thereafter Mr. Ames furnished the money and Mr. Faulkner worked day and night to perfect No-Tarnish. At the end of three years, a strip of treated brass was handed to Mr. Ames which was not discolored by the coating. He could not dig off the film of No-Tarnish with his thumb nail and could bend the brass until it broke without loosening the coating, which would neither peel nor crack and would stand heat up to five hundred degrees Fahrenheit without affecting it. Mr. Ames, to make assurance doubly sure, suggested that they polish the brass on his new Chalmers Detroit car and paint on No-Tarnish. If the brass remained bright for six months without polishing, they would know that they had the results they were seeking. The test was made, the coating resisting the elements, and the brass remained bright for the test period and for how much longer nobody knows.

They then bought some eight ounce cans, made No-Tarnish in the corn crib laboratory, filled the cans and sold them in New Jersey. They then and there decided to take New York by storm. Taking the Twenty-third street ferry, they landed in New York and went across town in Twenty-third street as far as Sixth avenue where they discovered a big brass sign on I. Miller's shoe factory. They made a proposition that they would save Mr. Miller the work of polishing his sign but Miller said he was not interested. As they started out of his office, he called them back, saying, "If you can keep these ladies' silver slippers from tarnishing, I am interested." A yard of silver shoe cloth was taken to the corn crib, No-Tarnish was painted thereon and shoes were made and worn by the factory girls. These shoes did not tarnish. This discovery took the Atlantic Chemical Company away from the metal field and into the treatment against tarnish of metal brocaded fabrics. In this field they prospered.

In May, 1926 the writer was introduced to No-Tarnish and the Atlantic Chemical Company. The possibilities of the product seemed unlimited. All summer the writer experimented, treating the nickel radiator and other polished metal portions of his car. These held their lustre without polishing and required only washing like the body of the car. The metal still remains bright. Silver salt shakers constantly full of salt since last May remain bright after an application of No-Tarnish. An electric coffee percolator treated last June and used all summer is still bright without having since been polished. No-Tarnish was brushed on the writer's straw hat. It was worn all season and it was discovered that rain ran off it like water off a duck's back. Dirt was washed off with soap and water and a brush without any effect on the hat.

These experiments induced the writer to make a distributing contract for No-Tarnish.

The foregoing story supplies the reason why Charles Ames requested and was granted a leave of absence as manager of the New York office of the Ames Supply Company, but as stated in the note he is still vice president of the Ames Supply Company, retains his holdings and remains on the board of directors.

Edward Eckler, former export manager of the Regal Typewriter Company, has contracted for the New Jersey selling rights of No-Tarnish.

A. R. Rohrer, formerly president of the Multicolor Sales Company of New York, has also joined the No-Tarnish organization as general sales manager. Mr. Rohrer is a man of high character and of much energy, ability and intelligence.

Big House Successfully Sells Office Furniture

The following experience was related to a representative of Office Appliances by Robert C. Young, manager of the office furniture department of the Robert Keith Furniture Company, Kansas City, Mo. He said:

"Some months ago I was seeking a popular priced line of desks. I selected from your publication the names of six manufacturers to whom I wrote and of course, heard from all of them. I selected the Myrtle Desk Company's line. That was in September of last year, and up to date I will have ordered from them, inclusive of two carloads now in transit, about nine hundred desks."

The Robert Keith Furniture Company has moved into a new building which is said to be one of the finest in the city. They are primarily household furniture dealers, but the facts outlined by Mr. Young show that a household furniture firm can sell office furniture if the right system is adopted.

Buys Site for Book Bindery

The Syracuse, N. Y., Herald of Friday evening, April 22, says:

Francis H. McChesney, president of the firm of Hall & McChesney, has purchased the property on the Oswego boulevard between Court and Danforth streets for the purpose of erecting a bookbinding factory, according to an announcement this morning of the C. R. Dawley Real Estate Company. The consideration was said to be $55,000.

The few small buildings now standing on the property will be immediately razed, according to the announcement, and work will be commenced on the new building. It is understood that the new factory will be two stories in height and of the most recent model. Guy Noble is the architect.

The building will cccupy about 20,000 square feet of land and will be used exclusively for the manufacture of book bindings. The present factory of the firm at 410 South Franklin street will not be discontinued, it was learned this morning. It is expected a large number of employes will be secured to man the new enterprise.

New Boston Underwood Office

After twenty-six years in the downtown section of Boston, the Boston office of the Underwood Typewriter Company moved to the Statler building, where their new offices occupy the entire second floor.

The first branch office in Boston was opened in 1901 on Devonshire street. Rapidly expanding, as Boston's business grew, the company moved to larger quarters across the street. They moved again in 1916, occupying the office at Franklin street, which they held until recently, when steadily increasing business demanded still larger quarters.

Marking the official opening of the new Underwood office, a business show was held during the week, beginning March 21. Demonstrations of expert typing were given by Albert Tangora, three times the World's Champion typist, and Stella Willins, World's Amateur typist.

The full line of Underwood products was on display and demonstrations were given to the many executives and typists who visited the office during the week of the show.

IN THIS COLUMN ARE THREE VIEWS OF THE NEW OFFICES OF THE UNDERWOOD TYPEWRITER COMPANY AT BOSTON, MASS.—Above: View of main room from door of corridor. Desks of salesmen, executives and manager are shown here. Typewriters, bookkeeping machines and other Underwood products are also shown here.

ANOTHER VIEW OF THE MAIN OFFICE FROM THE MANAGER'S DESK.

A VIEW OF THE REPAIR DEPARTMENT.—Light from many windows makes the work easier and more pleasant for the repairmen.

Representatives of office equipment concerns abroad, visiting the United States, are cordially invited to make the offices of this journal their headquarters. The staff at the main office, 417 South Dearborn Street, Chicago, and the staff at the branch in charge of C. H. Everly at 1701 Pershing Square Bldg., Pershing Square, 42nd St. & Park Ave., New York, will be happy to be of any possible service. While the facilities at New York are not so many as at Chicago, there will be found the same desire to serve. United States manufacturers or their representatives traveling abroad are cordially invited to call upon Office Appliances' London correspondent, Mr. W. Teignmouth Shore, 18 Templars Avenue, Golders Green, London, N. W. 11, England. Mr. Shore's knowledge of the office equipment business and its possibilities in Great Britain makes his counsel valuable to those desiring to cultivate the British Market

NOTE.—*Mr. W. T. Shore, whose address is given above, is the authorized subscription representative of* OFFICE APPLIANCES *in the British Isles. New subscriptions should be sent to Mr. Shore. Renewal orders should be sent to* OFFICE APPLIANCES' *home address,* 417 *South Dearborn street, Chicago, Illinois.*

LONDON NOTES AND NEWS

By W. T. Shore, 18 Templars Avenue, Golders Green, London, N. W. 11. Telephone, Speedwell 4931.

London, April 7, 1927.

THINGS are quite a bit dull here all around the business world. It is difficult to say exactly why this is so, but I think the main reason is the feeling of disappointment that this China row should have come along just when we were beginning to feel that peaceful times were with us and were going to stay. It is SECURITY that we can go about our work day after day without any more political, labor or international upsets that we so much need. We thought that at long last it had come, and, behold, from the East, rises a cloud of trouble. This new upset is going to cost us, nobody knows how many millions, and we have no money to spare. Also, it puts off for many a day all hope of a reduction in taxation, which must come before business can resume normalcy, or anything approaching it. Then there is a very big deficit in the year's national revenue, and how that is going to be met we shan't know for some days; though you will have read Churchill's budget before you read this. He certainly won't be able to reduce by a penny the fearful load of taxation under which we are staggering. Our one hope is that there will not be any addition to the Income Tax, "any addition to which would be deplorable at this stage of trade recovery," as a well-known financial writer puts it. When we read about your good fortune in this direction, we wish you well and—are just a bit envious. It may interest you to read a portion of a despatch from the New York correspondent of The Daily Telegraph, one of the most influential newspapers in London:

"An analysis of the income taxes paid by Americans last year discloses that there were more multi-millionaires here at the close of 1925 than at the height of America's wartime prosperity. The total of 207 citizens, who paid tax on incomes of '$1,000,000 and over,' is a new high record, compared with the low record of 1924, when there were only 75 in that class.

"It is interesting to note that the 10,000 wealthiest persons here paid as much income tax between them as the combined payments of the remaining 2,250,000 persons who made up the balance of the taxpayers. Thanks to more liberal exemptions, 2,000,000 persons who paid taxes previously were let off, but because of the greater general prosperity, the Government collected six per cent more money than for 1924. The tremendous wealth of the seven persons paying the heaviest tax may be judged by the fact that their total contributions are more than £12,000,000. Uncle Sam was able to obtain all the revenue he required from only 18 per cent of the population, and 82 per cent of the people were not taxed."

But I believe the lull in our progress is temporary; how long it will last and whether it deepens, depends upon circumstances, over which we have no control. That is what staggers so many business men here; no matter what we do, our doings may be undone by the doings of others—the Chinese for example. We look at our morning paper, with the question in our mind, "Well, what's up now?" And too often there is something up, and down go our spirits for a while.

From the office appliance point of view, however, the horizon is reasonably bright, and, in certain directions, joyful, the main factor being that British office controllers know that they must be moving as much with the times as are their rivals in other countries. So, go ahead, full steam, and you will soon find that your office appliancers are gathering speed.

"K & J"

The above letters stand for Kenrick & Jefferson, of West Bromwich, England, one of the largest manufacturing firms of business equipment here, of which the foremost figure is Mr. E. Jackson, chairman of the Office Appliance Trades'

PLANT OF KENRICK & JEFFERSON, LTD., BRITISH MANUFACTURERS OF LOOSE LEAF AND OTHER DEVICES.—Top: Portion of relief stamping department. Bottom: A battery of fast-running Kelly presses.

Association of Great Britain. Our illustrations give some idea of the extent and variety of their products; they do a very big trade in the home markets and have flourishing branches all over the empire and in many foreign countries. Distinguished business stationery is one of the many feathers in their cap. Their success has been the reward of keen foresight and intensive skill.

Catalogues Wanted for British Office Machinery Users' Library

R. Borlase Matthews, Esq., honorary librarian of the Office Machinery Users' Association, London School of Economics and Political Science, Houghton street, Aldwych, London, W. C. 2, England, asks manufacturers in the office equipment industry to send in catalogues of office appliances and machinery. This request applies to manufacturers in all parts of the world who make anything pertaining to office machines and devices. He requests these catalogues in triplicate and would like to have also the lists of names and addresses of agents of these manufacturers in other countries.

The Office Machinery Users' Association is building a technical library. They want not only the catalogues, pamphlets, etc., in triplicate, but also dummy forms, where possible, illustrating applications of various machinery. They would like to obtain any special instruction booklets that are usually presented with machines or equipment, instructions for salesmen, etc. This material may be in the language of the country in which the catalogues, etc., are distributed, so that the library may have full information as to every item listed.

This is a most useful work and we trust that readers of Office Appliances who have catalogues of devices of their manufacture will forward them to the address given above.

Reliable Takes New Offices in Paris.

The Reliable Typewriter & Adding Machine Corporation, 170 West Washington street, Chicago, announces that their Paris office, under the management of Robert H. English, European sales director, has moved to a better location in the Paris building, 15 Boulevard des Italiens, Paris.

Constantly increasing business has made it necessary to seek larger quarters.

The personnel of the office has likewise been augmented.

Mr. English left Paris the latter part of April on an extended trip covering northern Europe including the Scandinavian countries. He is calling on the representatives of the Reliable Corporation, acquainting himself personally with old customers and opening new avenues for the distribution of the Reliable lines of rough, rebuilt and new typewriters, adding and calculating machines. Mr. English expects to return to Paris about June 15. During his absence the office is in charge of Mr. Franz Georg Teller.

Enterprising Mexican House

The firm of Perez Maldonado Hnos., importers and manufacturers' representatives of imported lines, is an enterprising concern having headquarters at Morelos No. 82, Apartado 389, Monterrey, Nuevo Leon, Mexico. They specialize in office equipment and supplies. For the last two years they have represented the Letterograph duplicating machines, manufactured by the Heyer Duplicator Company, Inc., in the several states of Mexico. They also represent the Egry Register Company, Barrett calculating machines and the ribbon and carbon products of the Neidich Process Company.

In addition to the foregoing they handle a general line

PRINCIPALS OF THE FIRM OF PEREZ MALDONADO HNOS. — The gentleman on the left is Sr. Jose Perez Maldonado, Jr., general sales manager, and the one on the right is Sr. Rafael Perez Maldonado, in charge of city sales.

of stationery and are regarded as among most aggressive concerns in the territory which they cover. It will be noted from the accompanying plate that both gentlemen are young men of evident vigor, well able to push their business to larger and still larger successes.

Smith-Corona Assistant Foreign Sales Manager Makes Long Trip

E. J. Bunting, assistant foreign sales manager of the L. C. Smith and Corona Typewriters, Inc., recently returned from a visit to the dealers in West Indies and Central America, immediately departing for a visit to the Canadian offices of the company.

WINDOW DISPLAY OF CONKLIN PENS AND PENCILS IN HELY'S SHOW WINDOW, DUBLIN, IRELAND.

ADVERTISING CONKLIN PENS IN EASTER PARADE AT BENDIGO, AUSTRALIA.—The placards advertise Frank Every's Bendigo Book and Stationery Centre as the place to buy Conklin pens and other stationery items.

More About the Leipzig Spring Fair

Information Supplementary to Report in a Previous Issue.—From Our Special Correspondent at Berlin.

AS STATED in my last report, the Leipzig Fair was a success this spring. Orders were taken home and sellers as well as purchasers were satisfied.

From the multitude of exhibits and novelties I am picking out a few which I consider are worthy of being mentioned and will be interesting to readers of Office Appliances.

Anger & Co., of Jöhststadt, Saxony, exhibited a rich collection of their well known, first-class office furniture of the "Perfecto" brand.

Brüsseler & Co. of Elberfeld, the well-known manufacturers of duplicators, again showed a number of novelties, among these the "Brüco-Universal" and a duplicator for double-folio.

The firm "Cosmos" of Berlin, Leipzigerstrasse 57, exhibited for the first time the American "Gardner" Duplex adding and bookkeeping machine.

The Deutsche Rechenmaschinenwerke A. G. of Leipzig, Apelstrasse 4, exhibited their latest types of the "Kuhrt" calculating machine, as well as the "Wales" adding machine.

Diamid Schreibmaschinenfabrik, Ltd., of Frankfort, o-Main-West exhibited their latest style of typewriters with four-bank keyboard and single shift.

The Embru-Werke, A. G., of Rüti, Switzerland, exhibited the "Presto" addressing machine in which the addresses are composed of type and the machine works without making it necessary to take the composition from the patented drawers.

Fabrik Stolzenberg of Berlin, S. W., Markgrafenstrasse 76-77, showed the "Velopost" letter-sealing machine, by which most of the different shapes of envelopes can be sealed without adjusting the machine. The latest model of the Stolzenberg typewriter was likewise on exhibition.

The "Facit" A. G. of Atvidaberg, Sweden, exhibited their "Facit" calculating machine for the first time.

The Tacta Rechenmaschinenwerk Leo Borger of Vienna IV, Mühlgasse 9, exhibited their "Facta" lever calculating-machine of tiny dimensions for the first time, attracting great attention.

"Graphicon" Company of Brussels, 34 Rue de Marché aux Poulez, presented the statistical graphicon apparatus for graphic illustration of all business transactions and for controlling purposes. The apparatus is considered to be most practical.

A great novelty was shown by the firm of Otto Greiner & Co., Leipzig, Markt 17, with their Universal letter opening and sealing machine with electric drive, simultaneously applicable as a label printing and numbering machine, all manufactured by the Schweizer Grossuhrenfavrik A. G. of Angenstein-Basel.

Bruno Hahn & Co. of Leipzig, Dittrichring 16, exhibited the standard type of the American "Royal" and "Royal portable" typewriters.

König & Ebhardt of Hanover showed great progress in the manufacture of loose leaf books, etc.

The Edison-Dick Mimeograph was exhibited by B. A. Kornet of Hanover, sole agent of the A. B. Dick Company of Chicago, and this apparatus is highly favored.

Great interest was aroused among dealers by the exhibition of the large collection of office-furniture by the Möbelwerke A. G. Wolfach.

The Roto & Debego Werke of Königslutter exhibited as their very latest and most interesting novelty their model 10 of the Roto templet duplicator, for which the following advantages are claimed: "Automatic paper feed from a pile, conveying the paper independently from the automatic feed; automatic stopping of the machine when empty; mechanical registration of prints; exact adjustment in height of the printed text by micrometer screw; periodical automatic rubbing of ink; universally adjustable device for piling sheets and astonishingly simple change from hand to electric driving.

The firm of Richard Siering of Berlin, W. 35, Potsdamerstrasse 119b, exhibited a novelty which created a sensation and has been extensively talked about. I refer to their Spiral Patent Holeless binders in their different modes of application for filing and advertising. The spiral binder, as a result of its ingenious construction, is not thick and bulky, increasing in volume only when the documents are bound, which is accomplished without perforation.

The firm F. Soenneken of Bonn, known throughout the world, exhibited as usual a rich collection of pens, writing material and office furniture.—G.

The establishment of a plant for the production of steel office equipment in South Africa is indicated by a foreign trade opportunity announced in Commerce Reports. The item indicated a plan to purchase metal working machinery for the manufacture of steel office equipment

Australia—Land of Progress and Prosperity

Brief Review of Conditions in that Great British Commonwealth, with a Sketch of a Pioneer Typewriter House, Which Has Done Much to Advance the Cause of Efficiency in Australian Business Methods.—By Hobart W. Martin.

WE RECALL that, about forty years ago, there used to be some controversy among geographers as to whether Australia should be classified as the sixth continent among the world's grand land divisions, or the world's largest island. Of late years discussion of this technicality seems to have passed out of fashion. The reader will remember that Australia's area is approximately equal to that of the continental area of the United States; it is now called a continent, and, politically, it is a great commonwealth of states, each having a separate government for the control of local affairs, but united under one general government to deal with affairs which affect the welfare of the people of the continent. The governmental system is parliamentary, elastic and responsive to the popular will.

Australia is upon the same footing as other British commonwealths—practically independent, but united to the mother country by ties of sentiment, affection, mutual interest and common defense.

The population of Australia at the present time is a little more than six millions, having practically doubled in the last thirty years. The population is steadily increasing, not only as a natural result of a normal birth rate and favorable climatic and sanitary conditions which encourage longevity, but also as a result of encouragement given to immigrants who can qualify under the regulations which are intended to admit those persons who are best fitted to meet the conditions to be encountered and to become welded into the body and the spirit of the commonwealth.

Mr. Sydney Stott, Jr., of Sydney recently called on Office Appliances and gave an interesting outline of business conditions in Australia. Progress in all lines of industry has been rapid. He left with us a copy of the Sydney Morning Herald Supplement of February 8, containing a review of Australian business and finance for 1926. Figures and statistics were presented, covering all the principal industries throughout the commonwealth, together with a review of exports and imports, banking, etc. From the reports shown it appears that of late the imports have exceeded the exports—a condition which Australian producers are seeking to remedy. Australia is prosperous, and the people enjoy a high consuming power, which not only takes toll of native products, but demands certain luxuries not yet produced by the growing manufacturing facilities of the country. This is probably one of the factors which should be taken into account when considering the adverse balance of trade.

The figures and statistics referred to are given in terms of pounds sterling. Translated into dollars, they present to the American mind startling evidence of the progress of Australia in every line of industry. With a population hardly in excess of that of the Pacific states of the United States, we learn that Australia produces from its mines, gold, silver and other minerals; that its flocks and herds produce wool, mutton and beef in quantities which are factors in the world's supply; that its dairy products are largely exported, likewise, its wheat and other crops; that it has great smelters and important iron and steel mills for the fabrication of rails and other steel products. These industries annually create wealth running, not merely into the millions of dollars, but into the hundreds of millions.

Australian banks are prosperous and important. A central bank exercises a certain control over the finances of the commonwealth, stabilizing finance and helping to prevent over-speculation and resulting panic.

Drop an American into Melbourne and in a fortnight he would be able, with reasonably good mental faculties, to discuss Australian affairs intelligently, so like are they to those of our own land. The wireless, the automobile, good roads movements, washing machines, suction sweepers, airplanes, player pianos and "so-much-down-and-so-much-a-month"—they are all there, just as they are here—and usually they are useful and sometimes a nuisance. But their bandits are very few and very, very far between, because Australian juries aren't particularly sentimental.

SYDNEY A. STOTT.

SYDNEY STOTT, SR.

HAROLD STOTT.

THE THREE PRINCIPALS OF THE PIONEER AUSTRALIAN TYPEWRITER HOUSE OF STOTT & UNDERWOOD, LTD., SYDNEY, AUSTRALIA.—In the center is Mr. Sydney Stott, Sr., founder and head of the house, who recently completed his forty-third year as association with the typewriter industry in Australia. On the left is his eldest son, Mr. Sydney A. Stott, general manager, who was for a few weeks a student at Pierce Business College, Philadelphia, when he accompanied his father, who was a delegate to the Commercial Exposition of 1899. Later he spent two years as a student at l'Ecola de Commerce, Geneva, Switzerland. On the right is Mr. Harold Stott, younger son of the founder, manager of the Melbourne office of Stott & Underwood, Ltd. During the war he served with the Australian troops.

A Pioneer Typewriter House

The story of the man who pioneered the typewriter industry in Australia is interesting. This gentleman is Mr. Sydney Stott, Sr., head of the house of Stott & Underwood, Ltd., and Stott's, Ltd., 9-11 O'Connell street, Sydney. The house has branches in Newcastle, Melbourne, Adelaide, Brisbane and Perth. Mr. Stott's two sons, Sydney A. Stott and Harold Stott, are now directing the activities of the

organization throughout the commonwealth.

In 1883, Mr. Stott, Sr., was employed in a lawyer's office in Melbourne. Having learned Pittman shorthand, he urged his employers to let him take their correspondence by that method, but the employers believed that such a new-fangled method would be too much of an upset of the established ways. Furthermore, no one had hitherto tried it. Letters were usually prepared by the correspondence clerk, who took from his employer in longhand a digest of the morning mail, and then wrote the replies also in longhand. Mr. Stott, however, notwithstanding this initial rebuff, decided to encourage the study of shorthand, and commenced the publication of a monthly magazine, entitled "The Australian Shorthand Writer." Quite a number of people became interested in the art and made a hobby of writing it.

One day a friend came into the office and asked Mr. Stott if he could get the boss to let him take notes in shorthand of an arbitration case. The head of the concern raised no objection and Mr. Stott attended the hearing and took notes, afterward transcribing them. He then inquired whether there was any more of that kind of work available. His lawyer friend said that no one except newspaper reporters were available for such work in the courts, so Mr. Stott decided to become an unofficial stenographer in the law courts and left his job to start business on his own account. His friends, the lawyers, gave him so much to do, that he was able to build up in a short time a court reporting business of considerable size.

Having read in an English newspaper an advertisement of a machine called the Typewriter, he sent the money to London for one of these machines. When it arrived there were so many curious people who wanted to see it, that he decided to extend operations. He advertised for young ladies to learn the use of the machine. Those who replied he set to work and so commenced in 1884 the first business college in Australia. He sent cash to America for more machines, some of which his lawyer friends purchased on arrival. Then the manufacturers, Wyckoff, Seamans & Benedict, offered Mr. Stott the Australian agency for the machine, which he accepted. No girls were employed in offices at that time and it came as a shock to business men to be informed that they should employ girls as operators. Girls in offices? Impossible. What would become of the male clerks? Overcoming this and similar objections was a long, arduous task, but gradually the girls got into the offices, and, having got there, stayed. The male clerks survived the innovation and more work was done, more machines imported, and more girls employed.

The manufacturers suggested extension of business operations to cover all the capital cities of the Commonwealth and New Zealand. Mr. Stott, accordingly, took the sole right of sale for a term of years, agreeing to sell certain monthly quantities. He then paid visits to the capital cities, establishing branches and business colleges in Sydney, Adelaide, Perth and Brisbane in Australia, and in Auckland, and Dunedin in New Zealand.

A visit to the United States followed, during which factories were inspected and selling methods investigated. On this visit, Mr. Stott saw the Underwood typewriter for the first time, and became so impressed with it, that he later obtained the sole selling rights for Australia and New Zealand. On his return home, Mr. Stott set vigorously to work to apply the things he had learned in the United States. He introduced various ideas in his business college work with such success, that "Stott's Business Colleges" have grown concurrently with the sale of typewriters. They stretch in a chain of ten through the largest cities of the Commonwealth and comprise the greatest organization of their kind in the country.

Mr. Stott, Sr., has, of course, not confined his interests entirely to business, but has been prominent in various civic activities in his native state of Victoria. His visit abroad impressed him with the need for better roads. With the information obtained, he was instrumental with others in forming a good roads association. He was one of the early advocates of mechanical transportation and, as far back as 1901, purchased an electric runabout for his own use. He helped to form the Royal Automobile Club, of which he was president for some time, and took part in the club's early reliability trials, the first of which was from Melbourne to Sydney and back over a thousand miles of rough bush tracks and through country where roads were unformed.

He is a charter member of the Rotary Club of Melbourne and takes an active interest in Rotary in Australia.

Mr. Stott's hobby is apple growing in Victoria, where he has an orchard of twelve thousand trees within sixteen miles of Melbourne. The industry owes something to him for improved packing methods, for he imported from the United States some years ago an expert packer, whose services as demonstrator were later availed of by the Victorian government.

In addition to typewriters, the business handles several well-known American office appliances. Mr. Stott's two sons, Sydney and Harold, are actively engaged in the management of the business, assisted by capable associates, several of whom have visited at different times in the United States. Mr. Frank South of Adelaide and Mr. Charles Holmes of Melbourne are among those referred to.

NOTE.—*Mr. Sydney A. Stott is widely informed concerning Australian conditions and opportunities, and anyone desiring information about the office appliance industry there may address him in care of* OFFICE APPLIANCES.

Interesting British Office Furniture Catalogue

A catalogue has come to us from Abbott Brothers of Southall, Middlesex, England, covering various lines of business furniture. The catalogue is bound in limp covers, 7¾ inches wide by 9½ inches long. The cover is really an envelope containing a printed catalogue showing office tables, vertical filing cabinets, two and three-drawer filing cabinets on leg bases, solid bases and single drawer cabinets on legs; different types of four-drawer cabinets, roll-shutter front cabinets, card index cabinets, oak writing tables, lined top tables, demountable tables, knee-hole writing table, which has five drawers, two at the ends and one at the center; Wellington cabinets, typists' tables, folding sample and display tables, cupboards, wardrobes, bookcases, extending book racks, book cases, troughs, letter trays, etc. The lines exhibited are of wood and are similar to those shown in the American catalogues except for those slight differences in appearance and construction which are inevitable in goods produced in another country.

The catalogue contains sixteen pages and supplies interesting examples of British office furniture lines.

A German Directory of the Office Equipment Trade

The Burobedarf-Rundschau of Charlottenburg, Germany, has just issued a directory of the office equipment, paper and stationery industries of Germany. The book is bound in cardboard, the color scheme being red, blue and yellow. It contains 128 pages, is 9¾ inches long by 6 inches wide. It is called "Fachadressbuch 1927 fur Deutsche Burobedarf und Papierwaren-Erzeugnisse." This is a useful book for any one who is interested in the German office equipment trade, for it contains a wealth of information.

Smith-Premier Dealership in Austria Changed

The Smith Premier Company has effected a change in its distribution in Austria. Consul Ernst von Marquet, Liliengasse, I, Vienna, has succeeded Gebruder Schwarzhurer A-G, Vienna, as dealer.

New Ruiz Store in Havana

At 99 Obispo street, Havana, Cuba, early this year the handsome new store of P. Ruiz y Hermanos was thrown open to the public. This is one of the finest stores on that street, which is well known to all visitors as the center of the shopping life of Havana, famous for its artistic display of choice merchandise.

The Havana house believes that theirs is the first stationery store in the world to be equipped with the latest type of tall plate glass show cases standing out several feet from the side walls and allowing for handy reserve stock immediately back of the cases—an original idea of Alexander Ruiz. This type of installation is expensive, but gives the store a rich appearance. It is believed that its greater convenience should in a comparatively short time more than counterbalance the cost.

All of the wood parts of fixtures and windows and all the mouldings are of solid mahogany, only Cuban wood being used and the craftsmanship also having been Cuban.

Built around the two front entrances of the store are six large plate glass windows which give a total display space of approximately five hundred square feet.

The store was moved from No. 50 O'Reilly street, a nearby location, to the present site in Obispo street. This is the third move in the history of the business which was organized in 1865 by Manuel Ruiz, father of the four brothers who, with Francisco Venta, constitute the present ownership.

There are two floors, the second being of the same dimensions as the first, making a total of ten thousand square feet of floor space, the largest area in the West Indies exclusively devoted to stationery, office supplies and engraving, commercial and social.

From the beginning the Ruiz store has been a large factor in the stationery and office supply industry in Cuba, but its outstanding specialties have been steel engraving and brass signs. It is said that the house is the only concern in Cuba carrying membership in the National Association of Engravographia of the United States of America. Alexander Ruiz attends the meetings each year, regardless of distance.

During the financial crash of 1920 none of the mercantile establishments of Cuba escaped serious loss. One hundred and fifty thousand dollars in round numbers was the total outstanding against P. Ruiz y Hermanos when the "dance of the millions" came to an end, but every cent of the obligation was paid and every account was completely liquidated within two years without assistance from the banks, and now, a very few years later, they find themselves in their splendid new establishment at the address given above.

The genial Alexander Ruiz, who is generally not far from the center of the store, extends a cordial invitation to all members of the stationery trade when visiting Cuba to call at his store.

VIEWS OF THE NEW STORE OF P. RUIZ & HERMANOS AT HAVANA, CUBA.—(1) Main floor looking toward the rear. (2) Main floor looking toward the front. (3) Brilliant window displays of up-to-date merchandise. (4) Private offices. (5) Storage and surplus stock. (6) Part of the manufacturing department.

Polish Business Man Visits Sheaffer Factory

A recent visitor to the export department of the W. A. Sheaffer Pen Company, Fort Madison, Iowa, was Mr. N. Pozezynski, Warsaw, Poland. He was accompanied by William Levin, formerly at Topeka, Kans. Mr. Levin returned to Poland with Mr. Pozezynski, and will be associated with the latter in business.

Peerless Carbon Moves London Branch

The Peerless Carbon & Ribbon Company, Ltd., London, has moved to more commodious premises at 8, Newgate street, E. C. 1. The former location at 39-40 Shoe Lane, E. C. 4, was inadequate to handle the business in Great Britain and Ireland.

NEWS and MISCELLANY

Presenting the Important News of the Month, With an Interesting Report of the Notable Activities in Every Section of the Field.

Announcement by Remington Rand

Office Appliances has received the following announcement from Remington Rand, Inc., New York City:

"The Remington Rand interests, having contracted to purchase Powers Accounting Machine Corporation and Accounting and Tabulating Machine Corporation, the executive and general sales offices of these companies as well as the New York district sales office of the Powers Accounting Machine Corporation have been removed from 115 Broadway to 374 Broadway, New York City." This removal went into effect on Wednesday, March 30, 1927.

The foregoing statement confirms the announcement which was made in this column last month.

Col. W. H. Eaton Heads Eaton-Crane-Pike

The board of directors of the Eaton, Crane & Pike Company, Pittsfield, Mass., held a meeting March 19, at which A. W. Eaton, president, resigned. He was elected chairman of the board of directors. Col. William H. Eaton, his son, was elected president; he had been treasurer and general manager. Charles C. Davis, formerly vice-president in charge of sales, became executive vice-president. Robert E. Kimball, assistant treasurer, was elected vice-president and sales director. Arthur T. Spratlin, previously assistant treasurer, was made treasurer. George R. Norton and John R. Tobey were elected assistant treasurers. The other officers of the corporation remain as before.

Office Equipment Man Appointed Judge

Harlan W. Rippy, president of the Bircher Company, 192 Mill street, Rochester, N. Y., has just been appointed justice of the Supreme Court for the eleventh judicial district of the state of New York, by Governor Al Smith, following the creation of this judgeship by the last legislature. The appointment became effective on April 4. Mr. Rippy has been a very successful lawyer and is well and favorably known in the business world also.

Office Appliances extends hearty congratulations over Mr. Rippy's attainment of this important and honorable place. Hereafter he is "Judge Rippy," and every lawyer knows that the title is one which is cherished by all good barristers.

Equipment Division Not Affected by Berger Fire

The plant of The Berger Manufacturing Company, Canton, Ohio, suffered a severe fire April 12. Fortunately for the commercial furniture dealer, the fire did not affect the equipment division. "Berloy" steel filing equipment, lockers, cabinets and shelving are being manufactured as usual.

The departments most seriously affected by the fire were the roofing, corrugated culvert pipe and ribbed metal lath sections. These buildings were destroyed completely, and much of the equipment put out of commission. Before the end of April the plant was again on production of culvert piping and corrugated roofing, and shortly after the ribbed lath department was running as usual.

The fire area was at one end of the plant. Rebuilding of the destroyed buildings will be started in the near future. The company will be able to plan its new building so that better arrangement and increased facilities will be enjoyed.

New Remington Directors

The following news item appeared in a New York paper of recent date:

"Rand Kardex Bureau interests were given representation on the board of the Remington Typewriter Company today by the election of C. S. Ashdown, R. G. Clarke, C. P. Franchot, S. M. Knapp and C. F. Price as directors. They will succeed Charles Hayden, F. H. Maynard, A. P. Walker, T. H. Blodgett and R. S. Baldwin, who resigned.

"The two companies, together with the Dalton Adding Machine Company, are merging."

Royal Typewriter Company Elects Some New Officers

The Royal Typewriter Company, Inc., New York City, recently elected E. C. Faustmann, for seventeen years treasurer, vice-president of the company, to give him more time to devote to executive work on account of the expansion of the company's business here and abroad. Frank J. Carney, formerly assistant treasurer, has been made treasurer. C. J. Sigloch was elected assistant treasurer and W. J. Christie credit manager. Mr. Sigloch was formerly credit manager for the company, while Mr. Christie was formerly metropolitan credit manager.

Underwood Typewriter Earnings Improve

A recent issue of the Wall Street Journal gives an interesting forecast of what the Underwood typewriter earnings should be in 1927 in general figures. They state that the company should have in 1927 one of the best years in its history. Judging from the way business has held during the first three months, it is believed that 1927 earning may even exceed those of 1925 when the company earned, after all deductions, $6.13 a share on the 400,000 shares of common stock outstanding. At the time the foregoing was written, figures were not available for March, but sufficient was known of sales at home and abroad to show that the first quarter earnings this year will rank with the best quarters in the company's history. January business was good, as was also February, and March promised to be the best March the company ever had.

Sales of Standard typewriters have held their own. Domestic sales rank well with 1925 and portable sales for January were twice those of last year and for the whole quarter will be close to twice those of the first quarter of 1926. Foreign business in both standards and portables is holding up well.

The company this year has already made several large new contracts for computing machines in which department there are indications of a prosperous year. It is stated that at present the Underwood Typewriter Company is making and selling an average of about 18,000 standard typewriters a month or around 220,000 a year.

It is believed that the world output of standard typewriters of all makes at the present time is probably less than 650,000 machines a year and ninety per cent of this output is made in the United States. The world output of portable machines is said to be around 300,000 annually and is constantly expanding.

Burroughs Has Record Year

The New York World of April 1 gives the following report by the Burroughs Adding Machine Company:

The Burroughs Adding Machine Company earned $9.67 a share on the common stock in 1926, against $6.92 a share in 1925, according to the annual report issued yesterday. The earnings in 1926 were the largest in the company's history. Net profits were $6,065,096, against $5,043,518 in 1925.

Remington Typewriter Company Report for 1926

The pamphlet report of Remington Typewriter Company for 1926 shows net income of $2,597,345, equal after preferred dividends to $18 a share on the common, against $2,369,571, or $16.16 a share, on the common in 1925. Profit and loss surplus was $8,474,617.

Report of Remington-Rand, Inc.

The Wall Street Journal of April 14 published the following digest of the report of Remington-Rand, Inc., to the New York Stock Exchange:

"Report of Remington-Rand, Inc., filed with New York Stock Exchange gives consolidated statement of earnings of Remington Typewriter Co., Rand Kardex Bureau, Inc., and Dalton Adding Machine Co. for year ended December 31, 1926, showing operating profit of $8,108,637, interest $228,308; depreciation $1,008,005, and federal taxes $978,-768, leaving net profit of $5,893,555.

"Opening balance sheet of Remington-Rand, Inc., as of March 11, 1927, being the date that the merger plan was declared operative, follows:

"Assets: Investments in capital stocks of constituent companies at book values as shown by audited accounts of these companies at December 31, 1926; Remington Typewriter Co. first preferred, second preferred and common stocks, $20,913,754; Rand-Kardex Bureau, Inc., Class A preferred, Class A common and Class B common stocks, $14,217,553; Dalton Adding Machine Co. preferred and common stocks, $3,503,525; organization expenses, estimated, $50,000; total, $38,684,832.

"Liabilities: Notes payable, $5,662,344; reserve for organization expenses, $50,000; first preferred, 7 per cent cumulative stock, $7,520,162; second preferred 8 per cent cumulative stock, $2,278,265; common stock and surplus represented by 1,119,855 no par shares of stock, $23,174,061; total, $38,684,832."

Annual Report of W. A. Sheaffer Pen Company

The annual report of the W. A. Sheaffer Pen Company, Fort Madison, Iowa, for the fiscal year ending February 28, 1927, made a gratifying showing for the stockholders. Well directed advertising, backed, of course, by good will, created by merchandise that is both serviceable and beautiful, and supported by a strong organization, enabled an increase in sales volume of $1,452,224.80 for the fiscal year ending February 28, 1927, over a similar period ending a year before. Sheaffer is the originator of the fountain pen desk set, jade pen and "Lifetime" pen. The latest figures disclose surplus and undivided profits totaling $1,612,329.18.

The company has risen from a "hundred thousand dollars a year concern" to a business of $6,117,674.70 since 1913. A substantial increase in sales volume has been shown every year since the company was established with the exception of 1921.

The greatest per cent increase was in 1914, when the company sold 107 per cent more than in 1913. The next best year was 1918, the war probably helping to increase the volume by exactly 100 per cent over the previous year. Sales for 1926 disclosed an increase of thirty-one per cent over 1925.

Sheaffer sales volume and the per cent of increase over the previous year's business since the organization was established is shown below:

Year.	Sales volume.	Increase over previous year (percentages).
1913	$ 100,962.82	First year
1914	209,280.14	107
1915	222,950.24	6
1916	259,474.70	11
1917	380,470.83	42
1918	761,137.17	100
1919	1,283,474.55	68
1920	2,056,802.24	60
1921	1,873,460.86	11*
1922	2,083,861.66	6
1923	2,501,286.86	24
1924	3,061,970.97	22
1925	4,665,449.90	52
1926	6,117,674.70	31

Average increase per year is thirty-eight per cent.
*Decrease.

The liabilities statement shows a reserve of $50,000 for the "Lifetime" guarantee, to which additions are to be made from year to year, to provide for the support of the guarantee made to "Lifetime" pen users. The dividend on common stock was increased by the board of directors from six per cent to seven per cent. The balance of the dividend account was passed to surplus.

Remington Rand Financing

The Wall Street Journal of April 23 said:

National City Co., Eastman, Dillon & Co. and Diminick & Dominick will probably offer next week approximately $22,000,000 Remington-Rand Co., Inc., 20-year 5½% debentures at price fractionally under par. Each $1,000 bond will carry a stock purchase warrant to buy five shares of Remington-Rand common at $60.

Messina Heads Kremer Company Sales

L. J. Messina, formerly for several years advertising manager of the Rapid Addressing Machine Company, has joined the Kremer Company, 310 Broadway, New York City, as sales manager.

L. J. MESSINA.

Mr. Messina was connected with the Elliott-Fisher Company for two years, one year as a salesman and the second year as assistant advertising manager. He then became advertising manager for the Rapid Addressing Machine Company. Resigning that position, he went into business for himself. Later he was a salesman for The Safe-Cabinet Company and then for a year was connected with the New York office of the Yawman & Erbe Manufacturing Company in like capacity.

Sales Manager Has Wide Experience

Herewith we show a likeness of H. W. Luehr, the new director of sales of the United Accounting Machines, Inc., 716-728 Sidney street, St. Louis, Mo. Mr. Luehr has had a wide and valuable experience in selling. He was connected with Marshall Field & Company Wholesale, at Chicago, as

H. W. LUEHR.

city salesman for four years, during which time he studied accounting.

Leaving Chicago, he went to Wyoming and worked as chief clerk in a bank for two years, moving from that state to Omaha, where he went into the accounting department of the Nebraska Telephone Company. This was about the time of the war and from Omaha he enlisted in the army, spending seventeen months as a soldier. Immediately upon his discharge he came to St. Louis and started work with the Burroughs Adding Machine Company. He reached St. Louis, February 1, 1919, and worked with the Burroughs Adding Machine Company until March, 1927, at which time he resigned and became sales manager of the United Accounting Machines, Inc. During the period of eight years with the Burroughs, he worked as junior salesman, senior salesman, special man, and supervisor of provincial sales. He made a fine record, achieving the distinction of being able to attend six of the all-star conventions during the eight years of his service.

All told, Mr. Luehr has been in business for a period of eighteen years and his wide knowledge of office work and office practice, of accounting and bank and corporation work as well as his experience in selling, admirably qualify him for the position he has undertaken.

Checkwriter Concern Appoints Underriner Export Manager

The Safe-Guard Check Writer Corporation, 5 Beekman street, New York City, has recently appointed as manager of its foreign department Edward Underriner, whose rapid rise in the selling profession has been remarked by many.

Mr. Underriner started in 1913 with the New Era Check Writer Company as city salesman. Soon thereafter he took up the work of city sales correspondent and a little later he became assistant sales manager. In connection with his

EDWARD UNDERRINER.

early work he brought out a house organ, which experience broadened his outlook considerably. In 1919 Mr. Underriner took up his work with the Safe-Guard Check Writer Corporation, with which concern he has been connected ever since. While assistant sales manager of the company he was also editor of Checkwriter Chatter, the house organ of the Safe-Guard Company, and acquired some reputation as the man who took the "sat" out of Saturday by organizing a club that received honorable mention in proper degree for every machine sold on that day.

Under Mr. Underriner as assistant sales manager, and later as city sales manager of the metropolitan district, the work done is worthy of comment. It was through his work as city sales manager that he first came in contact with the export department.

Because of his success in handling foreign problems, it was decided a few months ago to place Mr. Underriner in entire charge of foreign sales. The record since his appointment a few months ago has justified his selection to fill the important position he holds. Mr. Underriner is looking forward to the biggest year in foreign business his company has ever experienced.

Big Typewriter School Order

Office Appliances is informed that the Los Angeles Board of Education about the middle of April placed an order for 1,051 new No. 5 Underwood typewriters, specifying immediate delivery. Five hundred fifteen other machines were replaced by this order, which is said to be the largest one ever placed for typewriters for instruction purposes.

Pioneer Peorian Retires from Business.

After rounding out a half century in the mercantile business arena, during which time he has founded many flourishing business institutions, Frank H. Uebberhein, 107 North Mapelwood avenue, president and general manager of the Business Equipment Company, 120 South Jefferson avenue, Peoria, Illinois, retired from business April 1.

The affairs of that concern were taken over by Miles C. Fuller, as president and general manager, and Walter Cashman, secretary and treasurer.

Mr. Uebberhein founded the old Modern System Sales Company and after a serious conflagration, which destroyed the structure, this concern was merged with the Fuller-Peerless Company into the Business Equipment Company, which has become a flourishing business concern.

PEORIA STATIONER RETIRES.—Lower left: F. H. Uebberhein, who retires after fifty years in the stationery business in Peoria, Illinois. Group: Those who will "carry on" and continue the business he founded. Top row, left to right: Jack Love, Miles Fuller, Paul Darling, Ray Zehr, Walter Cashman, Art. Griesser. Bottom row, left to right: Tom Hughes, Telva Cashman, Jack Becanon, Willard Faner, all officials or employees of The Business Equipment Company.

Mr. Uebberhein will live in Peoria, dividing his time between recreation and the occasional overseeing of extensive farm interests.

The firm from which he retires reorganized April 1, at which time it became a partnership cooperative concern, with Messrs. Fuller and Cashman at the head and Jack Love, Paul Darling, Raymond Zehr and Willard Faner cooperative partners.

President Fuller originated the Blue Print and Supply Company of Peoria seventeen years ago, later merging it with the Fuller-Peerless System, which later merged with the Modern System Sales Company and became the present Business Equipment Company.

The firm handles blue prints, drafting and all office supplies and office equipment.

Bunting Returns from Extended Trip Abroad

E. J. Bunting, assistant foreign sales manager of the L. C. Smith & Corona Typewriters, Inc., recently returned from a trip which included Cuba, Jamaica, Costa Rica, San Salvador, Santo Domingo, Panama and Porto Rico.

Mr. Bunting was gone about three months and assisted in the consolidation of several agencies of the two old companies.

Mr. Bunting reports that it is the expectation that conditions will be better in Cuba very shortly and the outlook is more encouraging than it has been in several years.

Portable Adding Machine to Continue in Field

Ralph G. Arnold, president of the Portable Adding Machine Company, 343 South Dearborn street, Chicago, Ill., has denied certain rumors which have had circulation in the field. The statement that the company has discontinued the manufacture of adding machines is branded as untrue. Another rumor stated that the company, after the present stock of machines has been sold, would retire from the field. This statement is unwarranted also.

Portable adding machines have been manufactured from the beginning at the Corona works of the L. C. Smith & Corona Typewriters Inc., Groton, N. Y. That plant has been, and is now continuously engaged in the production or manufacture of the Portable Adding Machine Company's product. The quality of the machine is being refined constantly.

Portable adding machine sales are under the supervision of J. W. Keplinger, vice president and sales manager of the Portable Adding Machine Company. Formerly he was assistant domestic sales manager of the L. C. Smith & Corona Typewriters Inc., and brought to his present work the qualifications gained from many years of practical experience in the office appliance field.

The Portable Adding Machine Company has arranged for substantial additional working capital to extend its business.

Excuse Us, Please!

April Item Confused Mr. Burns' Name

An item on page 234 of the April issue of Office Appliances referred to the appointment of "M. C. Burnett" as manager at Milwaukee for the Powers Accounting Machine Company. This was an incorrect rendition of "E. B. Burns," and apologies are offered for this glaring error in the transcription of reportorial notes.

"Render Unto Caesar—"

Page eighteen of the April number contained an error—spell it with a capital E, please. It was an inadvertency—caused by that sort of mental tanglefootedness which at the end of the day makes one write words with letters jumbled and perform like inaccuracies.

Beside the cut of John W. and James J. Graham of Spokane, Wash., we put a new story describing John W. Graham & Company's Fourth Annual Costume Ball. The item started out all right, locating the company correctly in Spokane, but when it got along to a point where it was desirable to mention the city again, it said "Seattle" instead of "Spokane"—a capital offense! Of course, the perpetrator of the crime was at once executed according to the best traditions of the craft, despite a plea for clemency on the part of the friends in Spokane.

Unless one has visited both cities, it is not fully apparent what a difference there is. Both are so delightful as abiding places that one can hardly refrain from repeating the old lines: "How happy could I be with either were t'other dear charmer away." In their very difference lies some of their charm. Spokane is 1,883 feet above sea level—Seattle is on Puget Sound, where the salt breezes and the ocean mists turn complexions to tints of rose and cream. In Spokane, the people are stimulated by bracing breezes and rendered healthy by the rays of a sun that is seldom obscured, yet never too ardent. Spokane is about 400 miles inland on the Spokane river. Nearby are the tallest white pines on earth, and the deepest and largest silver-lead mine shafts on record. It is whispered that one city has climate and the other has weather, but we weren't told which had the one and which the other. Both are big, fine, flourishing, well-built American towns. But they're different, so—

Excuse us, please.

Old Friends Join Boorum & Pease Company

Al. W. Williams, who is widely known among stationers, having been for a number of years sales manager for Eberhard Faber, and more recently in another line in the stationery field, has become manager of the New York office for the Boorum & Pease Company.

AL. W. WILLIAMS—From a photograph taken several years ago.

Another new face in the Boorum & Pease organization is that of W. C. Snoddy, former sales manager for the Wilson-Jones Company, who has become manager of the Chicago office of Boorum & Pease.

Still another former Wilson-Jones Company man who has joined the Boorum & Pease Company is Harold Stahmer, who was with Boorum & Pease several years in New York. Later for a short time he was with the Wilson-Jones Company in the New England territory. He has now rejoined the Boorum & Pease organization and has gone south to assist Charles Small, who has been with the company in the south for forty-six years. Mr. Stahmer will specialize in the interests of the loose leaf department.

W. C. SNODDY.—From a photograph taken several years ago.

Al. Williams has spent practically his entire business life in the stationery field and it is a pleasure to welcome him back again into the more exclusively commercial stationery end of the business. As a boy he started with Payot, Upham & Company, commercial stationers of San Francisco. About 1906 he became Pacific Coast manager for Eberhard Faber with headquarters in San Francisco. A few years later he was made manager of the Chicago Office for E. Faber. After some years of experience here, he was promoted to the position of sales manager, which position he held for several years. On leaving the house of Faber, he became sales manager for the Charles S. Clark Company, greeting card manufacturers of New York City. It will be a pleasure to welcome Mr. Williams once more at conventions and to know that he is again a booster for the commercial stationery end of the business.

W. C. Snoddy was for many years with the Wilson-Jones Company, covering the central states. Later he was made general sales manager in charge of the company's entire sales work. Recently, after an interval of two years in the clay products industry, he has become associated with the Boorum & Pease Company as above stated. He will be associated with that company in the interests of the blank book and loose leaf departments, giving particular attention to the latter department.

Ed. Battey who has represented the Boorum & Pease Company in Chicago as salesman will continue his activities in the same capacity as heretofore.

Our Guest Book.

E. BRYSON, manager of the Farnham Printing and Stationery Company, Minneapolis, Minn., was in Chicago late in March and spent a few minutes in this office.

J. N. KIMBALL, international contest manager, New York City, passed through Chicago on March 26 on his way West to attend a series of contests which would take him over the Western territory and last several weeks.

H. W. DOWD, export manager, Cleveland, Ohio, called on March 28.

WILLIAM M. WEIS, president of the Henry Weis Manufacturing Company, Elkhart, Indiana, and P. W. KERR, general sales manager of that company, spent a short time in the office of this journal the latter part of March during one of their occasional business trips to Chicago.

SYDNEY A. STOTT of Sydney, Australia, spent an hour or so in this office on March 30. More about Mr. Stott and the Australian situation appears on another page.

W. O. GOTTWALS, manufacturer of steel office equipment, Boyne City, Mich., called on April 1.

J. H. BAILEY, Western Furniture Company, St. Louis, Mo., paid a visit to this office on April 7.

J. H. HINE of the Hine Desk & Fixture Company, Denver, Colo., called on April 8.

FRANK H. CRUMP of Los Angeles, Calif., called early in April.

CONRAD LUTTROPP and MR. MATTESON, both of Stockholm, Sweden, were visitors to this office on April 12.

C. GLENN MATHER, Quality Park Envelope Company, St. Paul, Minn., was a visitor on the 18th.

ALBERT HOM of the house of F. W. Kaiser, Plauen, Saxony, called on April 21. Additional information about Mr. Hom and his associates appear elsewhere.

GEORGE B. WRAY, Whitesboro, N. Y., salesmanager of the Quigley Furniture Company, passed this way on April 23.

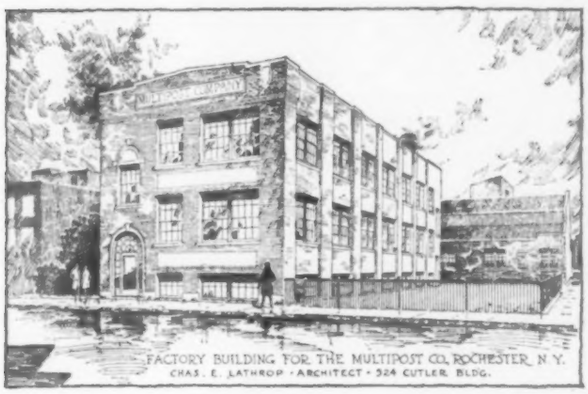
E. P. GOLD of San Francisco, visited this office on the 25th.

Multipost Company Increases Space

The stockholders of the Multipost Company of Rochester, New York, according to the Rochester Democrat and Chronicle of Sunday, March 27, have voted to increase their capital from $200,000 to $400,000.

Plans also have been completed and approved for an addition to the factory that will double the present available manufacturing space.

The Multipost Company started its business in Rochester



NEW FACTORY ADDITION TO THE MULTIPOST PLANT AT ROCHESTER.

in 1910 in a small room on the second floor of a building at No. 296 State street. A few years later it became necessary to move into larger quarters, half of the third floor of the building at Allen street and Plymouth avenue being acquired. Later the company purchased two lots at Oak street and Centre park, removing one frame house from the premises and building the factory on the rear of the other brick house, which has since been used as an office.

Dividends of 8 per cent have been paid on the company's preferred stock to date.

Important Sheaffer Sales Conference.

The W. A. Sheaffer Pen Company of Fort Madison, Iowa, held a sales conference at Chicago last month, winding up with a dinner. Matters of interest to the organization were discussed. The illustration at the bottom of the page pictures the gathering at the dinner. Those in the picture are, beginning at the immediate left: F. L. Ledfred, J. Graham Orr, Assistant General Sales Manager; O. William Hedtstrom, J. Lee Lamont, Lyle S. Turner, C. K. Hart, Advertising Manager; H. J. Richardson, F. B. Parker, H. G. Odink, H. E. Waldron, Vice-President and General Sales Manager; A. W. Reibel, C. H. Johr, A. H. Kroencke, Ray Dreyer, S. L. Smith, C. H. Winney, H. W. Dodd, T. V. Jordan, F. L. Gibbs, G. C. Holt.

New General Sales Manager for Dictaphone

Merrill B. Sands, recently appointed general sales manger of The Dictaphone Sales Corporation, 154 Nassau street, New York, brings to that organization a wide experience in the field of advertising, merchandising and sales. Before joining Dictaphone Corporation he was for eight years account executive with The Erickson Company, advertising agency, New York, handling several of the most active accounts of that company.

Mr. Sands is a graduate of Yale University, class of 1906. On the completion of his course there he spent several months as a road salesman. He started in agency work with Frank Presbrey Company, New York, and from there moved to Frank Seaman, Inc., as account executive. He was salesman for the Street Railway Advertising Company at Minneapolis, Minn., covering Minneapolis, St. Paul, Stillwater, Duluth and Superior, Wisconsin. He established the Minneapolis offices of Charles H. Fuller Company, advertising agency of Chicago. Following this he was account executive for Dunlap-Ward Advertising Company of Chicago, and later worked in a similar capacity for H. E.

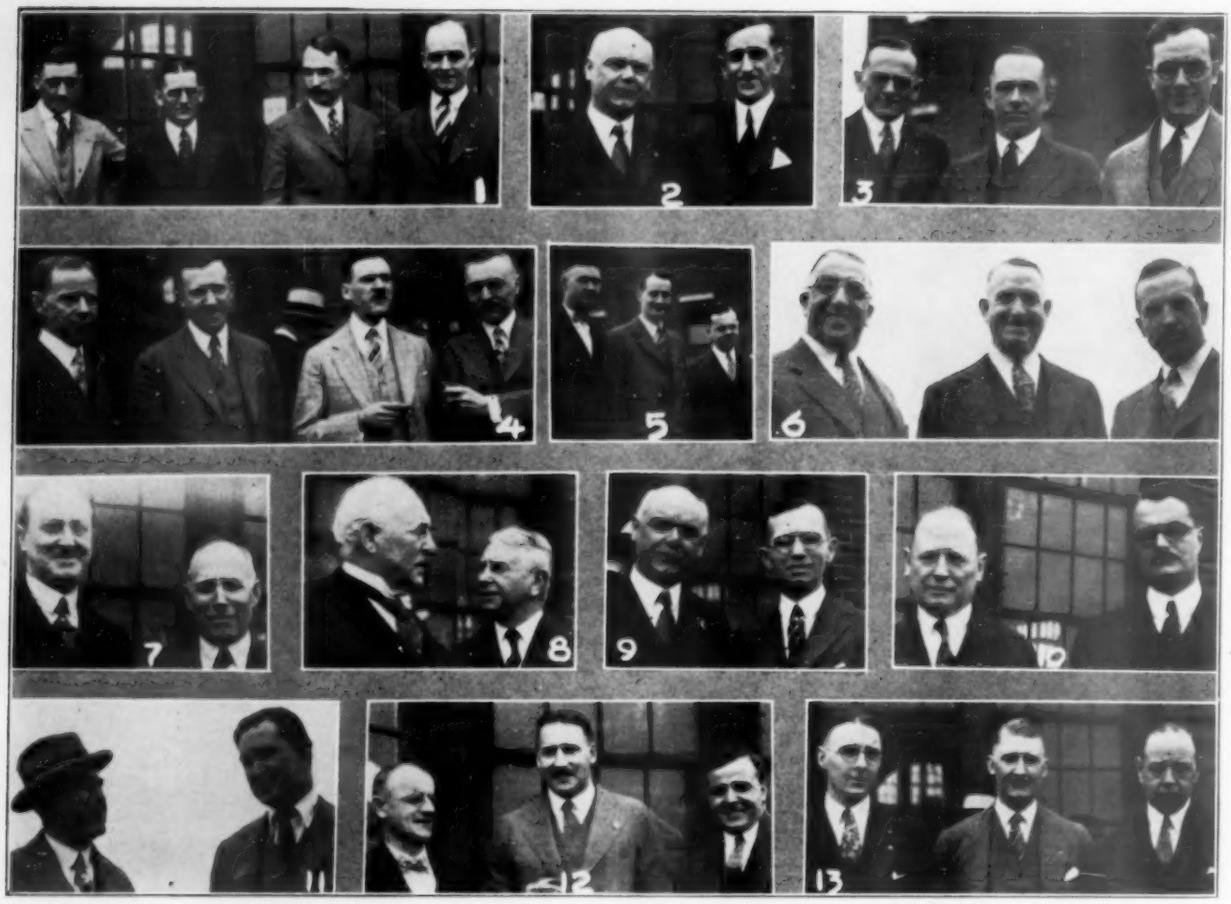
MERRILL B. SANDS.

Lesan Advertising Company of New York. Mr. Sands has also had considerable experience in the publication field having been for several years president of the Architectural Review Company, publishers of the "Architectural Review."

We have had personal acquaintance with Mr. Sands for a number of years because of his work in connection with certain accounts in our field. We have found him a student and keen analyst of conditions as well as a man of delightful personality. He is certainly a welcome addition to the field. Office Appliances is happy to state that he is now concentrating his entire time on this industry.

SALES CONFERENCE AT CHICAGO HELD BY THE W. A. SHEAFFER PEN COMPANY IN APRIL.

Meetings--Conventions--Dinners



PHOTOGRAPHS TAKEN BY OFFICE APPLIANCES AT SECOND DISTRICT REGIONAL MEETING, SYRACUSE, NEW YORK.—(1) Charles W. Lipman, Graff-Underwood Company; Walter H. DeRouville, Hudson Valley Paper Company, Albany, N. Y.; A. E. Barnum of H. K. Bourne, Rochester; Arthur C. Shearman, Irving-Pitt Manufacturing Company. (2) Governor Doolittle with President Stewart. (3) Edward L. Little, Wabash Cabinet Company; William Greenleaf, Carter's Ink Company; H. B. Elmer, Eberhard Faber. (4) Frank B. Hoole, Buffalo; Fred O. Dennis, Buffalo; Richard B. Lockwood, Buffalo; Henry B. Neejer, G. D. Kirtland Company, Syracuse, N. Y. (5) From Mutt to Jeff. I. S. Besser, Besser's, Inc., Buffalo; Robert P. Jonas, Oxford Filing Supply Company; Nelson Bushnell, Alvah Bushnell Company. (6) Albert B. Abrams, Modern Stationer & Bookseller; James E. Neary, Geyer's Stationer; Dwight N. Briggs, Office Appliances. (7) Elvir Vanden Hove, Waterman representative for Belgium and Holland; F. D. Waterman, president, L. E. Waterman Company. (8) J. L. McMillan, McMillan Book Company, and Francis H. McChesney, Hall & McChesney. (9) Governor Uri Doolittle and Herman Price, Joseph Dixon Crucible Company. (10) Robert D. Patterson, L. E. Waterman Company, New York City; Charles Brewer, H. K. Brewer & Company, New York City. (11) J. W. Johnston, Rochester, N. Y.; D. S. McChesney, Hall & McChesney. (12) An Utica Group. W. S. Purvis, D. C. Grant, Grant's Book Store; C. V. Sinisgalli, Utica Office Supply Company. (13) R. B. Williams, Yawman & Erbe Manufacturing Company; Harvey P. Rockwell, Yawman & Erbe Manufacturing Company; Charles McLeod, J. & F. B. Garrett Company, Syracuse, N. Y.

Second Regional Convention District No. 2

Interesting and Instructive Meeting Held at Syracuse Last Month.

A capital convention was held under the direction of Regional Governor Uri Doolittle at Syracuse, New York, on Thursday, April 21.

Mr. Doolittle, after opening the meeting, introduced Francis H. McChesney of Hall & McChesney, Syracuse, who presented the address of welcome. He outlined the advantages of Syracuse and the benefits enjoyed by its people. His address was able and timely.

Governor Doolittle then outlined the object of the conference and urged everyone to enter into the spirit of the meeting. He called attention to the value of the open forum. Concluding, he introduced W. Neill Stewart, president of the National Association, who received an enthusiastic welcome. Mr. Stewart opened with a brief history of the National Association's twenty-two years of constructive work and brought out the aims of the Association in its twenty-third year. Each individual member shares the responsibility of the work and should realize that in proportion to acceptance of that responsibility progress is made possible. There are fourteen regional governors with seventy lieutenant governors, forming the secondary organization. The Commercial Furniture Division has fourteen regional chairmen and one hundred twenty local chairmen. These, with the officers of the Association, bring the total of men actually engaged in the work up to two hundred thirty-eight. An organization so well manned is bound to wield a big influence in the industry. The president stressed the value of the National Index in its larger usefulness, and urged every dealer to avail himself of the opportunities this index brings. He reported with pleasure the addition of the price lists of the Weis Manufacturing Company and the Yawman & Erbe Manufacturing Company to the index. He mentioned the value of the work of the information bureau of the Association and spoke enthusiastically of the survey of the cost of doing business in the stationery trade now being conducted by the Harvard Bureau of Business Research. He said that unless members of the industry realize the value of collective and cooperative effort the trade can not succeed as it should. He advocated better merchandising methods, advising an adequate stock control, substantial advertising programs, the correction of figures on cost and the study of salesmanship, in place of price cutting. He urged confidence in competitors and closer cooperation between manufacturers and

dealers. He stressed the value of cooperative effort, cooperation being the foundation upon which America's business structure is built. The true work of trade associations is to gather and broadcast facts which affect the industry concerned. The individual can no longer rely on his own resources, but must depend for his information upon the work of the group. Mr. Stewart expressed appreciation for the cooperation members have given him, emphasized the value of attendance at the Boston convention next fall and urged those present to be there. Concluding, he said that the feeling of friendship between manufacturers and dealers and good fellowship among dealers themselves is one of the important results that comes of these conventions.

Regional Governor Doolittle read telegrams of felicitation from Eberhard Faber, Fletcher B. Gibbs and F. L. Pelton. Luncheon was served in the Hiawatha room of the Hotel Onondaga.

At the afternoon session Mr. McChesney was again introduced and presided at the meeting while Mr. Doolittle attended the funeral of his nephew.

Mr. McChesney introduced Herman Price, sales manager of the Joseph Dixon Crucible Company, who spoke on Some Tendencies in Modern Merchandising. These tendencies, said Mr. Price, are highly competitive. Business is more nervous and excitable than it has been for some time and competition is keen. Many things done in the business world are the result of misinformation. In association work exchange of information is most valuable. Liberality in giving begets like liberality, and honesty and frankness beget like qualities. The competitive conditions in modern merchandising are due he believed, first, to overproduction caused by the great ambition of the American people who enjoy more of the luxuries of life than they ever dreamed of getting ten years ago. Production, he believes, is on a more economic basis than distribution. In 1910, seventy-one per cent of the people who worked were manual laborers and twenty-nine per cent were devoted to clerical and distributing work. Fifteen years later this condition has changed so that sixty-five per cent were engaged in manual labor and thirty-five per cent in other than manual labor.

Mr. Price said that in the future the price of a product will be fixed by the necessity of getting the product into the hands of the consumer with a narrower margin of profit than is enjoyed today. Department stores, mail order houses and chain stores have come to stay and have brought their selling cost down to a minimum. They have built their success on buying and time saving convenience for the public. The business house or store should be a house of merchandise, but there is a tendency to make art stores out of stores of merchandise. The chain store has made it possible for customers to pick up the product, look it over and feel it if necessary. The chain store, however, is not a competitor of the stationer in any serious or important way.

Some of the most forward steps that are taken by the commercial stationery business have been taken under the stress of competition. Business is more and more done on the basis of facts. It is up to every one in the trade to see that operating expenses are reduced in proportion to the amount of business being done. Salesmen, he believed, should be compensated on the basis of gross profit they produce rather than on the amount of gross sales. Five and ten cent stores at present cannot cater to the business public and are not in a position to tie up with national advertising. Advertising, he said, is one of the greatest influences in increasing the consumption of merchandise and dealers should tie up with the advertising which is being done by manufacturers. The commercial stationer is a retail specialist and should render the service of a specialist, charging in proportion.

In conclusion, he emphasized the power of decency and honesty which alone will bring the business to the high plane it deserves to occupy. Asked concerning the relation of the jobber to the retailer, Mr. Price stated that the so-called stationer-jobber has also developed into a retail stationer and it is hard to know where to draw the line.

J. W. Johnston of Rochester spoke on the subject Black and White. He pointed out the first impression that a visitor to the retail stationery store receives. This impression is gained through the eye. As one is judged by the company he keeps, so is one judged by the appearance of his office. The speaker discussed color combinations in office and store decorations and stressed the fact that signs of any sort are more effective if a black background is used with lettering in white. He showed several examples of signs so lettered.

William H. Greenleaf of The Carter's Ink Company spoke on "Selling, the Next Step." He related how he had called six years ago on the present president of the National Association in Dallas and realized then something of the force and ability which the members of the association have since discovered in Mr. Stewart.

Referring to association work, he quoted Benjamin Franklin, who said that ten men working together can do infinitely more than ten men working independently. He appealed, accordingly, for united support of the National Association and the administration of President Stewart. Mr. Greenleaf referred to the stationery trade as a profession and said that the stationer offers service and knowledge in connection with the business, two things which are vital. Energy which is put into the business is one of the biggest factors in its success. The stationer is in business to sell goods at a profit. Salesmanship is the ability to bring to the man who needs it satisfactory and serviceable merchandise. Seven-Eighths of the success of a salesman depends on

(Continued on Page 199.)

REGIONAL MEETING OF ART METAL AGENTS HELD AT DALLAS, TEXAS, APRIL 1, 1927.—Those present included: Sam Hargreaves, Cecil Bush, Hugh Bush, D. C. Harris, H. F. Yeargan, W. E. Bray, Kenneth William and Ulman Brown, all of the Hargreaves Printing Company, Dallas, Texas; W. C. Northern, Stafford-Lowdon Company, Fort Worth, Texas; P. T. Pearce, The Cargill Company, Houston, Texas; T. J. Sadler and S. B. Lockland, Clarke & Courts, Galveston, Texas; G. S. Anderson, Abilene Printing Company, Abilene, Texas; C. P. Peeler, Peeler Printing Company, Breckenridge, Texas; H. E. Robertson, Bennett Printing Company, Paris, Texas; E. F. Keys, Western Bank & Office Supply Company, Oklahoma City, Okla.; H. C. Gresham, Gresham's, Temple, Texas; Mr. Shiner, George D. Barnard Stationery Company branch at Dallas, Texas; B. L. Henderson and Mr. Christopherson of the Dallas branch; K. W. Berkey and H. B. McMaster of the home office.

Annual Convention of Export Executives

On Wednesday, March 22, the Export Managers' Club of New York, Inc., held the annual convention of export executives at the Hotel Pennsylvania, New York City. The day sessions were conducted by the Export Managers' Club of New York and the banquet session with the co-operation of the American Exporters and Importers' Association, the American Manufacturers' Export Association, the Foreign Commerce Club, the Foreign Trade Forum of the National Association of Credit Men and the National Foreign Trade Council.

The morning session chairman was Roger L. Bracken, export manager of Millers Falls Company. An address of welcome was given by E. B. Filsinger, vice-president of the Export Managers' Club and export manager for Lawrence & Company.

The following addresses were presented at the morning session: The Export Manager as a Sales Builder, by A. Schoonmaker, export manager, Bourne Fuller Company; Sales Research in Planning Selling Abroad, by V. E. Parmenter, export manager, Dennison Manufacturing Company; The Export Salesman—Fixing His Task and Organizing His Time, by E. A. Emerson, vice-president, The Armco International Company.

The afternoon session chairman was H. L. Gemberling, director of foreign sales, the Sherwin-Williams Company. Addresses of the afternoon included the following: Credit to Foreign Buyers as a Sales Asset, by C. C. Martin, manager of sales and advertising, National Paper and Type Company; The Relation of Export Sales to Major Policies of the Business, by Horace Disston, vice-president, Henry Disston & Sons, Inc.; The Place of Publicity in Export Selling, Carl H. Greene, Harold F. Ritchie & Company, Inc.

At the banquet session in the evening, E. B. Filsinger vice-president of the Export Managers' Club of New York, was toastmaster. An address was presented by Gerard Swope, president of the General Electric Company. Other addresses were made by Silas H. Strawn, chairman of board, Montgomery Ward & Company, American delegate to and chairman of the International Commission on Extra Territorial Jurisdiction in China, who spoke on The American Business Man and the Far East; Transarctic Commerce by Airship and Submarine, by Vilhjalmur Stefansson, Arctic explorer; The Export Executive as a Modern Merchandiser, by P. B. Deane, general sales manager, York Safe & Lock Company.

Wholesale Stationers Elect Officers

At the recent Atlantic City convention of the Wholesale Stationers' Association of the U. S. A., the following official staff was elected for 1927-28:

President, W. A. Buettell, Buettell Brothers Company, Dubuque, Iowa; first vice-president, A. L. Salomon, A. L. Salomon & Company, New York, N. Y.; second vice-president, O. C. Maurer, Kiefer-Stewart Company, Indianapolis, Ind.; third vice-president, John Gibb, Clark Brothers Company, Ltd., Winnipeg, Canada; fourth vice-president, G. R. Burkhardt, White & Wyckoff Manufacturing Company, Holyoke, Mass.; secretary-treasurer, H. C. Whittemore, 1741 West Eleventh street, Brooklyn, N. Y. Executive committee: William G. Whittemore, chairman, The American News Company, Inc., New York City; A. C. Bainbridge, Bainbridge, Kimpton & Haupt Company, New York City; A. L. Salomon, A. L. Salomon & Company, New York City. Board of directors, elected for one year: W. E. Plumer, Loring, Short & Harmon Company, Portland, Me.; William M. Anderson, Alfred Vogeler Drug Company, Cincinnati, Ohio; Oscar Maurer, Kiefer-Stewart Company, Indianapolis, Ind.; J. M. Penland, Waco Drug Company, Waco, Tex.; R. T. Dunn, J. S. Merrell Drug Company, St. Louis, Mo.; H. Y. Otto, Williamsport Paper Company, Williamsport, Penna.; John Gibb, Clark Bros. & Company, Ltd., Winnipeg, Canada; Ralph Ellis, John W. Graham & Company, Spokane, Wash.; Nathan Saltzman, The Hirshberg Company, Atlanta, Ga.; J. E. Sullivan, Western Wholesale Drug Company, Los Angeles, Calif.; H. G. Horder, Associated Stationers Supply Company, Chicago, Ill.; George F. Gardner, Minneapolis Drug Company, Minneapolis, Minn. Ex-presidents permanently members of board: Eugene Pettus, Blackwell-Wielandy Book and Stationery Co., St. Louis, Mo.; G. L. Davis, Adams, Cushing & Foster, Inc., Boston, Mass.; William G. Whittemore, The American News Company, Inc., New York City; Paul J. Wielandy, Blackwell-Wielandy Book and Stationery Company, St. Louis, Mo.; J. H. Niedecken, H. Niedecken Company, Milwaukee, Wisc., and Ross P. Andrews, R. P. Andrews Paper Company, Washington, D. C.

The 1928 convention of the association will be held at West Baden Springs hotel, West Baden, Ind., in April.

Philadelphia Stationers Meet

The Philadelphia Stationers' Association held its monthly meeting on April 14 at the Bellevue-Stratford hotel, Philadelphia, at eight o'clock P. M. In the absence of President Irwin, First Vice-President Tom Stagg presided. After the routine business was disposed of, the executive committee offered a new plan for securing members, the details of which were presented in the report of the membership committee. The paper committee reported through C. A. Connell that, owing to the passive resistance on the part of members of the association, local paper houses are backing down on the thousand sheet unit count. Mr. Stagg reported for the membership committee, stating that a resignation had been withdrawn and presented for election the application of William E. McClelland of The Globe-Wernicke Company, held over under the usual rule. The secretary was instructed to cast the ballot of the association, electing Mr. McClelland an auxiliary member. Two applications for active membership were received and held over the required month, under the usual rule. The committee had awakened, said Mr. Stagg, to the fact that the manufacturing or auxiliary members are quite as much interested in the growth of local associations as the dealers. He learned from them that association members are better merchants and pay their bills more promptly. He urged each member to work on manufacturers and engage their help in securing new members.

William H. Russell made a speech, endorsing Mr. Stagg's plan.

A rising vote was given, complimenting the Alvah Bushnell Company on the completion of fifty years of successful business.

Edward L. Little of Wabash, Indiana, who was present from the Wabash Cabinet Company, and also as chairman of the Commercial Furniture Division of the National Association, stated that his house had found dealers who are association members are better credit risks than those who are not. Good work is being done in the third regional district, local associations having been organized by Governor Irwin in Wilkes-Barre and Scranton, with another in prospect in the Susquehanna Valley.

The secretary, George Wustner, was instructed to write to S. D. Childs & Company of Chicago, expressing the deep sorrow and regret of the Philadelphia Association over the passing of A. H. Childs, former treasurer of the National Association. William Henry Brooks paid a warm, personal tribute to the memory of Mr. Childs.—C. H.

DISTRICT MEETING, THE AMERICAN MULTIGRAPH SALES COMPANY.—Multigraph officials gathered at the Ambassador Hotel, Los Angeles. Left to right: Ray Leslie, division manager, Portland, Oregon; Norman Selby, division manager, Los Angeles, California; J. Augustin, division manager, Seattle, Wash.; H. D. Kippen, division manager, San Francisco, Calif.; Ray Winger, home office; H. R. Van Fossen, San Francisco; R. H. Jarrett, home office; T. J. Sutton, division manager, Salt Lake City; L. C. Cummins, Los Angeles; Hugh Lanser, division manager, Vancouver, B. C.; C. C. Bowman, San Francisco; W. Boorman, San Francisco; E. E. Sharp, formerly Winnipeg, now on leave of absence. Others were present at the convention but absent on other business when this picture was taken.

District Meeting for Multigraph.

The American Multigraph Sales Company conducted a district meeting of its western branches at Los Angeles, March 24 to 26 inclusive. W. C. Dunlap, vice president in charge of sales, presided and was assisted by Ray Winger, assistant sales manager in charge of advertising, and Roy H. Jarrett, also assistant sales manager.

Everyone present was given an opportunity to express his views on problems confronted in the sale of Multigraph equipment.

Saturday morning, March 26, a mechanical demonstration was made at the company's booth in Los Angeles business show.

This convention was the first of several which will include all districts of the country.

Cleveland Typewriter Dealers

At a recent meeting of the Cleveland Exchange Typewriter Dealers Association, Cleveland, Ohio, a committee was appointed to take up the subject of group purchasing. A spirit of harmony prevails among the members and the association has made great strides toward the accomplishment of its purposes.

Washington Stationers Elect Officers

The Stationers' Club of Washington, D. C., held their annual meeting on March 18 and elected and installed the following officers for the ensuing year: President, C. A. Stott, Charles G. Stott & Company; vice-president, P. D. Morrison, P. D. Morrison Stationery Company; treasurer, J. W. Emerick, W. F. Roberts Company; secretary, W. E. Stockett, Jr., Stockett-Fiske Company.

Connecticut Valley's Meet

The Connecticut Valley Stationers' Association met on April 13 at the Hotel Garde, New Haven, Conn. "What It Costs to Sell Merchandise" was the subject for discussion. Those scheduled to lead the discussion included Frank L. Vanderlip, Donald D. MacDonald, Edwin S. Pierce and John Molloy.

Richmond Office Appliance Association Elects

The Richmond, Virginia, Office Appliance Association held its annual meeting for the election of officers on Monday, April 4. The following officers were elected for the ensuing year: President, E. J. Sullivan, Remington Typewriter Company; vice-president, W. V. Moore, Monroe Calculating Machine Company; treasurer, John C. Rosler, American Multigraph Sales Company; secretary, Claude Betts, Dalton Adding Machine Company.

New Officers of Buffalo Stationers

The officers of the Buffalo, N. Y., Stationers' Club are now as follows: President, Frank B. Hoole, formerly vice-president; vice-president, Lloyd M. Whiting, Eaton, Whiting & Hanford, Inc.; treasurer, Fred O. Dennis, Buffalo Office & Law Supply Company; secretary, Norman E. Besser of Besser's, Inc.

Chicago Typewriter Dealers

The Chicago Typewriter Dealers Association held its regular monthly meeting at the Hamilton Club on Tuesday, April 12, President Holbrook being in the chair. The night was rainy and the attendance, though fair, was not as large as expected.

After the dinner, the discussion of some of the topics which have recently come before the association and the performance of other routine matters, the Hon. James A. Kearns, chief clerk of the Municipal Courts of Chicago, was introduced and gave a highly interesting and instructive address in which he showed the astonishing fact that seventy-five per cent of all the law business in the state of Illinois is done by the Municipal Court of Chicago. The figures of the number of cases handled and the amount of money which passes through the hands of the court were really startling and the members achieved a broader and more accurate idea of the functioning of this important judicial institution, which has thirty-six judges and several hundred bailiffs and clerks.

Mr. Kearns has been chief clerk of the court for a number of years and has made a fine record in that important office.

At the conclusion of Mr. Kearns' remarks, he was given a standing vote of thanks.

The next meeting of the association will take place on the second Tuesday of May at the usual meeting place.

W. A. Sheaffer Returns from Florida Visit

W. A. Sheaffer, who spent three months in Florida, returned in April to his office at the factory, Fort Madison, Iowa.

Denver Typewriter House Sells Out

Leo C. Horal recently purchased the R. G. Daniel Typewriter Company, 1750 Champa street, Denver, Colo. Mr. Daniel will engage in other lines of business. The name of the new concern will be the Denver Typewriter Company. There will be no change in the lines carried. The Woodstock agency is retained. The company will sell new Remington and Corona portables as well as rebuilt machines of all makes. Mr. Horal plans to add new items of office equipment to the stock in the near future. He has been identified with the Underwood Typewriter Company in Denver for the last seventeen years. He is assisted in the business by Mrs. Horal and experienced salesmen and repairmen.

Wichita Apelans Elect Officers

The Apela Club of Wichita has elected the following officers and board of governors for the ensuing year:

President, J. M. Means, National Surety Company; vice-president, Clifford V. Hunt, Wichita Business College; secretary-treasurer, Ellis Charles, architect. Board of governors: F. G. Pratt, Sundstrand Adding Machine Company; W. W. Coleman, Royal Typewriter Company; E. M. Mendell, Dayton Scale Company; V. A. Smith, Charles A. Smith & Company, accountants.

The club is made up of a number of well known business men in Wichita. There are fourteen active members, one honorary member and seven associate members.

Zone Convention for the Multigraph

The New York zone convention of The American Multigraph Sales Company was held in New York City April 8 and 9, registering a high mark of enthusiasm for these group conferences, when the announcement was made of forthcoming revolutionary equipment, all destined to tie in with the addressing Multigraph.

Participating from the home office were W. C. Dunlap, vice-president in charge of sales; Ray Winger, assistant sales director in charge of advertising; Roy Jarrett, assistant sales director in charge of rebuilt machines; William Hagelin, service department manager, and Paul W. Sampson, assistant to the advertising manager.

Offices participating were the Boston, Hartford, New York, Newark, Brooklyn, Montreal, Philadelphia, Albany, Baltimore, Richmond, Scranton, Washington and Providence.

A New Organization in Denver

Busters' Inc. is a new organization which has opened a store at 1650 Glenarm street, Denver, Colo. The organization is composed of S. D. Buster, president; R. C. Styles, vice-president; S. G. McLain, vice-president, and A. C. Morris, secretary and treasurer. All of the foregoing gentlemen are active in the business and each has had years of experience in selling high grade filing and visible index equipment. Among the lines they have secured are those of the Shaw-Walker Company; Postindex; Filing Equipment Bureau; Do/More chairs and Horrocks desks. A complete line of additional filing equipment will be carried in conjunction with the lines mentioned. They will cover the territory in Colorado and Wyoming with a competent sales force. A fine sales room has been established in the new Midland Savings Bank building, 1650 Glenarm street, where ample stockroom facilities are available.

Detroit Stamp Club Meets in Toledo

On the invitation of the stamp trade of Toledo, Ohio the Detroit Stamp Club held its regular monthly meeting on Saturday, April 9, at the Secor Hotel, Toledo, Ohio. There was a good turn-out of stamp men from Detroit and Toledo and the meeting was lively and interesting. An enjoyable banquet followed the business sessions.

RECENT NEW YORK ZONE CONVENTION OF THE AMERICAN MULTIGRAPH SALES COMPANY.—At the head of the table from left to right appear the faces of Robert Delehanty, Paul Sampson, Roy Jarrett, assistant sales director; W. C. Dunlap, vice-president; Ray Winger, assistant sales director; Mr. Breman, Davidson feed engineer; William Hagelin and Ward Davidson, inventor of the Davidson feed. Others present and shown in the picture: Division Manager White of Washington; Salesmen Connelly and Murphy of Philadelphia; Salesmen Frye and Carita of New York; Division Manager Strain of New York and Salesman Dangman of the same office; Salesmen Keenan of New York; Sullivan of Springfield; Lipp of New York; Reinholtz of New York; Ivins of New York; Cornell of Brooklyn; Division Managers Carfield of Albany; Spillers of Boston; Timmerman of Newark; Salesman Bishop of Newark; Division Manager Durkin of Brooklyn; Division Manager Rosler of Richmond; Office Manager Spillane of New York; Salesman Kelleher of Boston; Division Manager Philips of Montreal; Division Manager Schick of Scranton; Salesmen Wetter and Boote of New York; Kuber of Newark; Raftery of New York; Salesmen Martin of New York; Moore of Norfolk; Division Manager Silesky of Baltimore; Coffman of Baltimore; Gehring, Baltimore; Salesman Eaton of Worcester; Salesmen Ryder of Boston; Eckstein of Hartford; Division Managers Talcott of Hartford, Cane of Providence; Finigan of Philadelphia; Salesman Harris of New York; Salesmen Denison of Boston; Charles Knowles of Washington; Salesmen Lebowitz of Baltimore; Al Freisheim of Philadelphia; J. M. Lattimer, New York; W. O. Jones, Richmond; G. W. Black, Washington; H. A. Patterson of Washington, and Jim Dade of Baltimore.

Multigraph Zone Convention at Chicago

A zone convention was held by The American Mulitigraph Sales Company at Hotel Sherman, Chicago, Ill., April 15-16. The new addressing Multigraph was the center of attraction, and made a strong appeal to the salesmen present. R. M. Winger, assistant sales director and advertising manager, presented samples of the advertising

PRESENTATION OF THE "PRESIDENT'S" WATCH AT MULTIGRAPH CONFERENCE.—W. C. Dunlap, Vice-President of The American Multigraph Sales Company Is Shown Giving "Good Time" to J. A. Kleisner, Division Manager at Grand Rapids, Mich. The Arrows Point to Mr. Kleisner and Mr. Dunlap, the Recipient of This Prized Trophy Being at the Left.

ammunition which the salesmen will find has prepared the field. Mr. Winger "talks the language" of the salesmen, both in personal contacts and in his printed presentations to prospects. There is unusually close co-operation between the advertising department and the salesmen.

Douglas Malloch, poet and expounder of the humanities, addressed the convention at a luncheon. The meeting closed with a theater party. The following were present at the convention sessions:

Home office, Cleveland—W. C. Dunlap, vice president; R. M. Winger, assistant sales director and advertising manager; W. T. Hagelin, manager mechanical and service department; P. T. Blaine, sales promotion manager. Arthur Judson, representative of Fuller & Smith, the company's advertising agency, was present also.

Chicago—F. M. Boughton, division manager; F. E. Boughton, F. W. Bloom, W. C. Harnisch, J. F. Feightner, C. R. Randolph, J. L. Ricks, E. J. Ryan, H. S. Selby, B. F. VanKannel, W. H. Wilson, J. L. Michaels, F. H. Timperlake, Walter Berger. R. H. Jarret, rebuilt division, Chicago.

South Bend, Ind.—R. S. Haage.

Des Moines, Iowa—C. J. Williamson, division manager; V. Williams.

Omaha, Nebr.—W. H. Brooke, division manager; E. R. Ragan, C. W. Bennett, Lee Bennett.

Grand Rapids, Mich.—J. A. Kleisner, division manager, E. L. Phillips.

Milwaukee, Wis.—W. N. White, division manager; C. F. Cross, C. J. Kinsley, T. H. Bloomfield.

Kansas City, Mo.—H. L. Hitchcock, division manager; C. A. Armstrong, M. R. Hosler.

St. Louis, Mo.—L. C. Taylor, division manager; P. L. Gay, L. F. Scoles, Wm. G. Clark, R. R. Carleton, N. J. Opel.

Minneapolis, Minn.—W. O. Schaefer, division manager; S. E. Raber, H. J. Gooley, T. A. Pettigrew.

Peoria, Ill.—L. W. Schake, division manager; R. G. Linsner, E. C. Campbell.

Winnipeg, Man., Canada.—A. P. Nottingham, division manager.

Boston Typewriter Dealers Elect Officers

On April 11 the Boston Typewriter Dealers' Association held its annual meeting and elected the following officers:

President, Oscar E. Bergstrom, Northeastern Adding Machine Company; vice-president, Sidney W. Williams, American Writing Machine Company; treasurer, E. A. Raphael, E. A. Raphael Company; secretary, William S. Davison, Office Appliance Company. Executive Committee —Joseph Ash, Boston Typewriter Company; R. J. Taylor, Taylor's Typewriter Company; George T. Byrne, General Typewriter Exchange.

It was unanimously voted to raise the dues from five dollars to ten dollars per annum. The meeting night will henceforth be the second Wednesday of each month, instead of the second Monday.

It was agreed that in future all dealers will charge for the delivery of rental machines.

The Board of Governors was directed to draw up a new constitution and by-laws to be presented for first reading at the May meeting.

After a round-table discussion of the advantages and benefits of association works, the meeting adjourned and those present participated in a bowling match.

Boston Stationers Hold Thirty-Ninth Annual Meeting

The thirty-ninth annual meeting of the Boston Stationers Association took place on the evening of March 21. Forty-eight persons were present and the following officers were elected for the ensuing year: President, Waldo H. Rice, Ward's; vice president, William Chaplin, Waterman's; treasurer, Harry Bennett, McAdams'; secretary, John McCormick, Thorp & Martin; auditor, H. C. Chandler, Adams, Cushing & Foster. The executive committee includes S. B. Groom, Thomas Groom & Company; George Davis, Adams, Cushing & Foster; Brooks Crosby, Thorp & Martin; Charles Garvin, F. S. Webster Company; James Towhill, James T. Towhill Company.

The new president received a warm greeting and the members of the association declared that they would support him to the limit. The treasurer reported a balance of $1644.37 on hand, a fine showing.

After some entertainment, including the award of prizes, the meeting adjourned.

Big Doings This Month by Stationers Squares

On Wednesday evening, May 4, the members of the Stationers' Square Club of New York City will hold their annual stationers' night, which will consist of a minstrel show and dance at the Palm Garden, 158 East Fifty-eighth street, New York City. Talent will be furnished from the trade. A souvenir program sales encyclopedia will be given ticketholders. Tickets are $1.50, including wardrobe. Reserved box seats will be $2.00 each. The affair will be informal.

The Stationers' Square Club is promoting better selling, more enthusiasm among employees, better organization and bigger profits. Better selling will be achieved by study of the Sales Encyclopedia, intended to create salesmen and saleswomen instead of order takers or clerks. One of the features of the stationers' night celebration will be to teach through the Sales Encyclopedia more about the goods the stationer sells and their proper service. Emphasis is to be laid upon the importance of the stationery business. It is expected that every stationer in New York will be well represented at this function.

Western Travelers to Organize Club

James H. Davison, representing The Wilson-Jones Company at San Francisco, has sent out a letter to traveling men in the trade, particularly those in the Western states, suggesting the organization of a club to promote co-operation and good feeling among men selling stationery and office equipment dealers. It is proposed to call a meeting of traveling men during the regional meeting at San Francisco in June. Mr. Davison requests that any one intending to be present at the meeting, notify him at 323 Market street, San Francisco.

REGIONAL MEETING OF AGENTS OF ART METAL CONSTRUCTION COMPANY HELD AT OMAHA, NEB., FONTENELLE HOTEL, MARCH 21, 1927.—All the men in the group are dealers except four. Those in the group include: D. L. Iverson, Reynolds & Iverson, Ames, Ia.; G. D. Barger, Morris Sanford Company, Cedar Rapids, Ia.; Irving Augustine, Augustine Company, Grand Island, Nebr.; George Turner, Matt Parrott & Sons Company, Waterloo, Iowa; A. T. Bossett, Augustine Company, Grand Island, Nebr.; George V. Vohs, Messenger Printing Company, Fort Dodge, Iowa; Ben. J. Stiefler, H. B. Kohl and John W. Rasmussen, all of Omaha Printing Company, Omaha, Nebr.; W. F. Davis and Francis Davis of William E. Davis, Sioux City, Iowa; J. E. Latsch and R. D. Latsch of Latsch Brothers, Lincoln, Nebr.; W. S. Merryman, Messenger Printing Company, Fort Dodge, Iowa; J. G. Henry, Kansas City, Mo., branch manager; Roy E. Wells, Des Moines branch, and K. W. Berkey and H. B. McMaster, Manager of Agencies, Jamestown, N. Y.

AGENTS' MEETING, KANSAS CITY, MO., DISTRICT, ART METAL CONSTRUCTION COMPANY, MARCH 23.—Back row, left to right: L. E. Sublette, Kansas City office; E. E. Moore, Commercial Publishers and Office Outfitters, Parsons, Kans.; K. W. Berkey, home office; M. L. Schildknecht, Kansas City office; C. L. Merker, Kansas City office; F. M. McIninch, Combe Printing Company, St. Joseph, Mo.; Herman H. Cast, Western Lithographing & Office Supply Company, Wichita, Kans.; Fred Downs, Downs-Randolph Company, Tulsa, Okla.; J. M. Keeling, Kansas City office; R. F. Tasker, Lockwood Hazel Printing and Stationery Company, Atchison, Kans. Center row, left to right: H. M. Afflick, Lockwood Hazel Printing & Stationery Company, Atchison, Kans.; Frank E. Ferris, Hall Lithographing Company, Topeka, Kans.; J. B. Hewey, Western Lithographing & Office Supply Company, Wichita, Kans.; R. C. Lain, Kansas City office; R. J. Sanders, Combe Printing Company, St. Joseph, Mo.; H. B. McMaster, home office; E. F. Gill and W. J. Moore, Western Lithographing & Office Supply Company, Wichita, Kans. Front row, left to right: Ernest Hazel, Jr., Lockwood-Hazel Printing & Stationery Company, Atchison, Kans.; C. A. Erlandson, Kansas City office; R. H. Rhodes, Lockwood-Hazel Printing & Stationery Company, Atchison, Kans.; J. G. Henry, Kansas City office; D. Filizola, Filizola Office Equipment Company, Fort Scott, Kans.; F. M. Wylie, Western Lithographing & Office Supply Company, Wichita, Kans.

ST. LOUIS DISTRICT MEETING, ART METAL CONSTRUCTION COMPANY, MARCH 25.—Back row, left to right: Lew Case and Edwin Ross, George D. Barnard Stationery Company, St. Louis, Mo.; Cecil Case, Hugh Stephens Printing & Stationery Company, Jefferson City, Mo.; V. P. Spalding and N. D. MacKesson, St. Louis branch; H. K. Watts, Democrat Printing & Lithographing Company, Little Rock, Ark.; C. Tobias, St. Louis office; Ira Goodard, Democrat Printing & Lithographing Company, Little Rock. Middle row, left to right: Wm. Klimas, Botz Office Supply Company, Jefferson City, Mo.; O. H. Kurtzeborn, George D. Barnard Stationery Company, St. Louis; W. H. Adams, Adams Printing Company, Pine Bluff, Ark.; A. O. Sievers, Inland Printing Company, Springfield, Mo.; G. M. Mitchell, George Black, R. E. Sanders and D. F. Muse, St. Louis office. Front row, left to right: R. D. Dawson and Ted Clark, Hugh Stephens Printing & Stationery Company, Jefferson City; K. W. Berkey, home office; John Case and N. A. Rickert, George D. Barnard Stationery Company, St. Louis; George Van, St. Louis office; H. K. Decatur, St. Louis branch manager, and H. B. McMaster of the home office.

M. & V. Standard Products

The Better Value in Typewriter Ribbons and Carbon Papers

COMPETITION is so often wrongly confounded with price-cutting. Price-cutting, which is really the death of trade, should never be confounded with real live, healthy competition. This applies very keenly to our industry. The dealer handling our goods saves himself much worry in trying to compete with the most inferior lines on the market.

Quite a while ago we decided that, in making our goods distinctively different and having in mind quality only we could create such a standard as would enable the dealer to build up a most satisfactory and profitable business on the actual quality of the goods and, in this, they are greatly aided by the fact that the user is becoming more discriminating and knows what represents a good typewriter ribbon or a good sheet of carbon paper. He is interested in the work it does and is satisfied only with such results as may be obtained from goods of a recognized standard.

The dealer and consumer alike, therefore should examine very carefully into the merits of our goods, as it will solve every problem that may confront them in the use of these two very important articles. Our goods are made to serve every purpose and *each one exactly*. The steady growing demand for the higher qualities is certainly most gratifying and, also, as establishing the correctness of our principle.

In addition to the standard lines of Typewriter Ribbons and Carbon Papers, we manufacture inked ribbons for any device using them and in any degree of inking required. We make a carbon sheet for every possible purpose for which carbon paper is used, also in any weight, in any finish from the soft finish of the pen carbon to the extra fine hard finish of the higher grades of Typewriter Carbons, yielding the maximum number of copies per sheet—a character of copy that is appreciated by the most discriminating user. Copy of our price list, which we will gladly mail to anyone, will quickly show the large variety we are making in all of our various lines.

M. & V. Lines give the service that satisfies

The trade-mark that makes "come back" customers

MITTAG & VOLGER, Inc.

Principal Office and Factory, PARK RIDGE, N. J., U. S. A.

Branches:

MINNEAPOLIS 1040 McKnight Building	NEW YORK 261 Broadway	BOSTON 115 Federal Street	LOS ANGELES 102 San Fernando Bldg. (406 So. Main St.)
SAN FRANCISCO 591 Mission Street	CLEVELAND 326 Erie Building	CHICAGO 205 W. Monroe Street	ST. LOUIS Merchants Laclede Bldg.

AGENCIES ALL OVER THE WORLD

UNIQUE Thin Lead Colored Pencils contain a colored lead of the same diameter as in No. 1 writing pencils; handy hexagon shape; sharpen easily in a pencil sharpener.

UNIQUE has the best and *thinnest* lead.

Unequalled for figuring, checking, underscoring, sketching, marking blueprints, retouching, etc.

ASSORTMENT
Box No. 1116
contains one piece each of all 12 colors —6 Boxes to carton (½ gross Pencils)

ASSORTMENT
No. 1222
contains 1 dozen each of all 12 colors (1 gross Pencils)

UNIQUE Thin Lead Colored Pencils are also supplied in ¼ gross cartons (solid colors)

Be sure your stock of all colors is complete!

American Lead Pencil Co.
220 Fifth Ave. New York
Makers of VENUS Pencils

	No.
Blue	1206
Red	1207
Green	1208
Yellow	1209
Purple	1210
Brown	1212
Orange	1214
White	1215
Lt.Blue	1216
Pink	1217
Lt.Green	1218
Maroon	1219

12 Colors

Pittsburgh Office Appliance Managers' Association Active

Secretary Philip S. Beese, Jr., of the Office Appliance Managers' Association of Pittsburgh, Penna., reports much activity in his organization. The meeting of March 4 was in charge of Jack Harrington, president, who presented F. B. Saunders, general auditor of the Philadelphia Company, who spoke interestingly on the subject assigned him. The meeting of March 11 was presided over by H. H. Keller of the Rapid Addressing Machine Company. This meeting consisted of a round table discussion in which many participated.

The March 18 meeting was addressed by Fred L. Campbell, sales manager of the United States Chain & Forging Company, who gave the members food for thought by his presentation of the subject of sales promotion.

The meeting of March 25 was conducted by H. H. Keller, chairman of the entertainment committee, who led the discussion on record control.

The meeting of April 1 was very interesting. Joseph P. Arthurs of the F & E Checkwriter and Protector Company led the discussion on high pressure salesmanship.

The meeting of April 8 was devoted to a round table discussion continuing the subject of record control.

Kansas City Office Appliance Managers' Association

The following new members were admitted at the April meeting of this association: Paul Jones, manager, Kansas City branch, Remington Typewriter Company; C. M. Davis, sales agent, National Cash Register Company.

At the meeting of March 28, each member of the association brought to the luncheon with him as his guest a salesman from his organization. The subject for discussion at this meeting was co-operation between the salesman and his manager.

C. W. Greene, agency instructor of the International Business Machines Corporation, led the discussion.

Maine Office Appliance Men Meet

The Maine Office Appliance Association held a meeting at the Elks' Club in Portland, Me., on Monday evening, April 11. The association went on record as being in favor of national preparedness and the president of the association was empowered to appoint a committee to arrange to present some sort of a suitable prize to the students of the C. M. T. C. this summer. Col. W. H. Monroe of Fort Williams was the speaker of the evening and his subject was "The Citizens' Military Training Camps." A. L. King was appointed chairman of the committee to arrange for the May meeting. His associates on the committee are Horton Frisbee and Charles W. Bond.

District No. 10, I. S. M. A., Holds Meeting

On April 9 a meeting of District No. 10 of the International Stamp Manufacturers' Association was held at Fort Worth and the following district officers were elected, their election to be ratified at the next annual meeting of the association: District governor, W. P. Southwell, 510 North Presa street, San Antonio, Texas; district secretary, Harold M. Glover, 901½ Elm street, Dallas, Texas.

Memphis Mecca of Southern Stationers

The Hotel Peabody is the headquarters of the National Association of Stationers, Office Outfitters and Manufacturers, regional district number four, on May 5 and 6. A wonderful program has been prepared and anyone who attends this convention will be well repaid not only in practical information but in thorough and profitable enjoyment. This is a final word before the meeting.

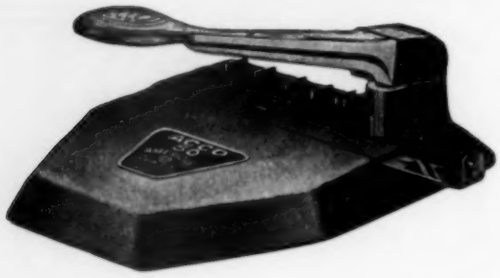
PANAMA · YOUR · LETTERS

PANAMA
CARBON PAPERS
TYPEWRITER RIBBONS

"The Line that can't be matched"

A line which has both quality and individuality, variety enough for every requirement and manufactured with the greatest care.

Manifold Supplies Company
188 Third Avenue
BROOKLYN (STATION L 2) N. Y., U. S. A.



Every Office Needs

ACCO No. 50

Greatest Punch Value Ever Offered

The one inexpensive punch that will do all the office punching. By a simple arrangement of centermark and side gauge will quickly perforate one or more holes, accurately centered, in one sheet or many sheets—all without any fine measuring or adjusting.

Like all Acco Punches, the No. 50 has brute power, is unbreakable, has speed and will give years of delightful use, because it never needs to be serviced.

See pages 20 to 22 of our Catalogue, or send for circular and prices

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L. I. C., New York, N. Y., U. S. A.

CANADA
Acco Canadian Co., Ltd.
484 King St. W., Toronto

EUROPE
Acco Company, Ltd.,
19 Whitefriars St., London, E. C. 4

ARGENTINA
Fred Berg & Co., 77 San Martin, Buenos Aires

ACCO PRODUCTS
FOR SMOOTHER OFFICE OPERATION

"Texas Travelers" Organized

On March 28 at the St. Anthony hotel, San Antonio, Texas, The Texas Travelers (Office Equipment Club) was organized. A goodly number of traveling men were present and seventy persons registered as charter members. The club will function in the ninth regional district of the Stationers' Association.

The officers of the Texas Travelers are as follows: President, Phil. F. Webster, factory representative, San Antonio, Texas; vice-president and treasurer, T. C. Riley, Eberhard Faber, Houston, Texas; corresponding secretary, H. L. Beckman, Wilson Printing & Stationery Company, Houston, Texas; secretary, G. M. Cunningham, The Carter's Ink Company, Dallas Texas.

The remaining members are:

Jack Autrey, Cooke & Cobb Company; E. B. Allen, Globe-Wernicke Co.; Earl H. Brown, American Lead Pencil Company; E. V. Bogart; Walter B. Buschardt, Eaton, Crane & Pike Company; C. F. Bordelon, The Wahl Company; W. R. Brummett, Dennison Manufacturing Company; Carroll R. Burkhart, Graff-Underwood Company; A. E. Besser, Shaw Blank Book Company; George W. Bacon, Miller-Bryant-Pierce Company; G. M. Cunningham, The Carter's Ink Company; Tom Conneely, General Fireproofing Company; A. O. Cole, Irving-Pitt Manufacturing Company; L. H. Colomb, Weis Manufacturing Company; Fred C. Christensen, S. E. and M. Vernon; L. L. Dorsey, Dennison Manufacturing Company; William Elliott, The Conklin Pen Company; E. E. Edwards, Exclusive Company; H. J. Frey, Gibson Art Company; J. F. Finnegan, Art Metal Construction Company; O. E. France, broker; C. E. Gowdy, Richard Best Pencil Company; Bill Hoge, General Fireproofing Company; J. B. Hoag, Jr., Buzza Company; Horace T. Hamilton, The Reyburn Manufacturing Company; Charles H. Hyatt, Defiance Manufacturing Company; Reid B. Hughes, Dennison Manufacturing Company; J. H. Joch, Rand-McNally Company; Ben Jaffrey, Art Metal Works; Bert P. Jackson, Bainbridge-Kimpton-Haupt Company; L. R. Klein, Yawman and Erbe Manufacturing Company; B. C. Kay, broker; W. E. McCain, Wilson-Jones Company; O. D. Mann, broker; P. F. McLaughlin, F. S. Webster Company; W. R. Owens, broker; F. M. O'Brien, Clauss-Shear Company; E. F. Perry, Wilson-Jones Company; E. E. Parrette, Henderson Lithographing Company; L. J. Pues, Joseph Dixon Crucible Company; J. C. Peddycord, A. M. Davis Company; Pete Reitzel, Boorum & Pease Company; T. C. Riley, Eberhard Faber; Roscoe Rodgers, Browne-Morse Company; R. B. Randall, The Carter's Ink Company; J. C. Runnels, Jaclin Stationery Company; John G. Rix, The Meilink Steel Safe Company; H. B. Reynolds, National Fiberstok Envelope Company; F. M. Ryan, Milwaukee Chair Company; I. G. Rush, Sanford Manufacturing Company; H. H. Schierloh, Eastern Tablet Company; F. A. Schaeffer, Dixie Cup Company; Monroe Strauss, Berler & Mortenstein; R. E. Spaeth, McMillan Book Company; C. B. Van Leer, Spencerian Pen Company; F. M. Von Ritter, Stationers' Loose Leaf Company; Courtney C. Wall, Irving-Pitt Manufacturing Company; Phil F. Webster, factory representative; H. Norman Waddington, Mittag & Volger, Inc.; R. G. Dasbach, Southwest Tablet Company; W. W. Exelby, F. S. Webster Company; Thomas H. Hanson, National Blank Book Company; H. J. Hoffman, Smead Manufacturing Company; J. L. Johnson, Graham Paper Company; Ralph H. Leunig, The Conklin Pen Company; R. H. Lloyd, General Pencil Company; R. H. Laermans, Superior Type Company; Frank P. Lee, Eaton, Crane & Pike Company; E. A. Manhart, American Lead Pencil Company; A. Ryan, factory representative.

On March 29 the first of the ninth district meetings was held for the present year at the Gunter hotel, San Antonio, Texas, Governor L. B. Clegg presiding. National President W. Neill Stewart and Ivan E. Allen of Atlanta were present, also a great many stationers and their employees. The night of the 29th, Messrs. Clegg, Stewart, Allen and about fifteen traveling men moved on to Dallas in a special Pullman car, where on the 30th the second meeting of the ninth district was held. The Texas Travelers took care of part of the entertainment at these meetings.

Thompson Time Stamp in New Quarters

The Thompson Time Stamp Company, New York City, recently removed to 240 West Twenty-third street, where they have larger and more acceptable quarters.

Another Remington triumph

COMPLETE in its application of the electric drive to every operating feature, except the insertion of the paper.

The slightest touch of the keys operates the type bars with lightning swiftness. The electric drive also extends to the carriage shift, the shift lock, the back spacer, the tabulator, and the line space and carriage return.

The net results are an absolute evenness of type impressions — yielding work of surpassing beauty, unequaled manifolding power, the elimination of fatigue in operation, and a volume of daily output hitherto unattainable on a writing machine.

A demonstration is yours for the asking

REMINGTON TYPEWRITER COMPANY
Division of Remington Rand, Incorporated
374 Broadway Branches Everywhere New York

The new Remington Electric Typewriter

Remington-made Paragon Ribbons and Red Seal Carbon Papers always make good impressions.

A Machine for Every Purpose

No. 338

SAMSON

OFFICE AND DIRECTORS' TABLES

Responsibility

Mutschler Brothers Company, holding as it does, a leading position in the table industry, feels a greater responsibility perhaps in its line than any other table manufacturer. It concentrates on the production of tables and is one hundred percent interested in the good will these tables create. Dealers who handle Samson tables do so with the knowledge that the entire resources of the manufacturer are back of them.

In this line you will find all styles and sizes. Tables may be had in Walnut, Mahogany or Oak in stock finishes or to match sample you may submit.

An inquiry will bring complete details of the line and what you can do with it.

MUTSCHLER BROTHERS CO.

505 Madison Street

NAPPANEE, INDIANA

No. 323

Cleveland Office Furniture Men Hold Meetings

Retail dealers in office appliances, such as desks, files, etc. are holding regular weekly meetings in Cleveland that are proving of great interest and benefit to all those attending. These affairs are preceded by luncheon and at each one an educational topic is brought up for discussion, such as rates for refinishing desks, other repair work, delivery overhead, rates of commission paid salesmen, etc. The chairman of these meetings is C. J. Nachtigal, manager of the Randolph Desk Company, 1859 Prospect avenue, who has been very successful in arousing the interest of the trade in other cities where he has been located in problems of everyday occurrence. No attempt so far has been made to form a regular organization and the meetings are strictly informal and are held at the Cleveland Athletic Club.

However, there is in process of formation a group of credit managers in the office appliance field in Cleveland who will be affiliated with the Cleveland Credit Men's Association. Their purpose is to exchange ledger and other experiences along collection lines that will be mutually beneficial. Mr. Nachtigal is chairman.

Preparations on Way for District 12 Meeting of NASOOM

The regional meeting of District No. 12 of the National Association of Stationers, Office Outfitters and Manufacturers will be held at the Fairmont hotel, San Francisco, on June 16 and 17. District Governor Howell D. Melvin and his lieutenants are preparing an interesting and instractive program, details of which are expected for the June issue.

The meeting will extend over two days and two evenings, the latter evening being given over to a banquet. The luncheons and banquet will be served in the Fairmont hotel and a fine, entertaining program will be put on by professional talent. Mr. Melvin expects quite a number of Eastern stationers to be present and extends a general invitation to any stationer or office furniture dealer who may be taking his vacation in California, to be present.

Among the more important topics for discussion will be the following: The Activities of the National Association, by President W. Neill Stewart; Stock Control, by Charles M. Marshall of Atlanta; Advertising for Stationers; Window and Interior Display; Greeting Cards, Their Location and How to Display and Sell Them; Sales and Credit Control; Modern Tendencies in Office Furniture; Protecting Valuable Records from Fire; Cost of Making Sales and Compensation of Salesmen, and How to Display and Sell Filing Supplies, will all be discussed, besides a number of other subjects.

Every minute of the time will be occupied with practical discussion. Furthermore, arrangements are being made to furnish considerable amusement between programs. All stationers who can attend this meeting are urged to be present, because much time and effort are being given to the preparation of a particularly fine program.

Colorado Stationers Banquet

At the banquet given by the Colorado Stationers Association to its own membership and the guests of the tenth regional district on March 25, 121 persons were present—the largest gathering of stationers ever held in Denver. Various radio messages were received, some of which, notably one purporting to come from the president of the United States, were of a humorous character. Messages were received from former National President Charles L. Mitchell and from H. E. Bellamy of the Kendrick-Bellamy Company, who is now in Europe.

The evening wound up with a lively dance.

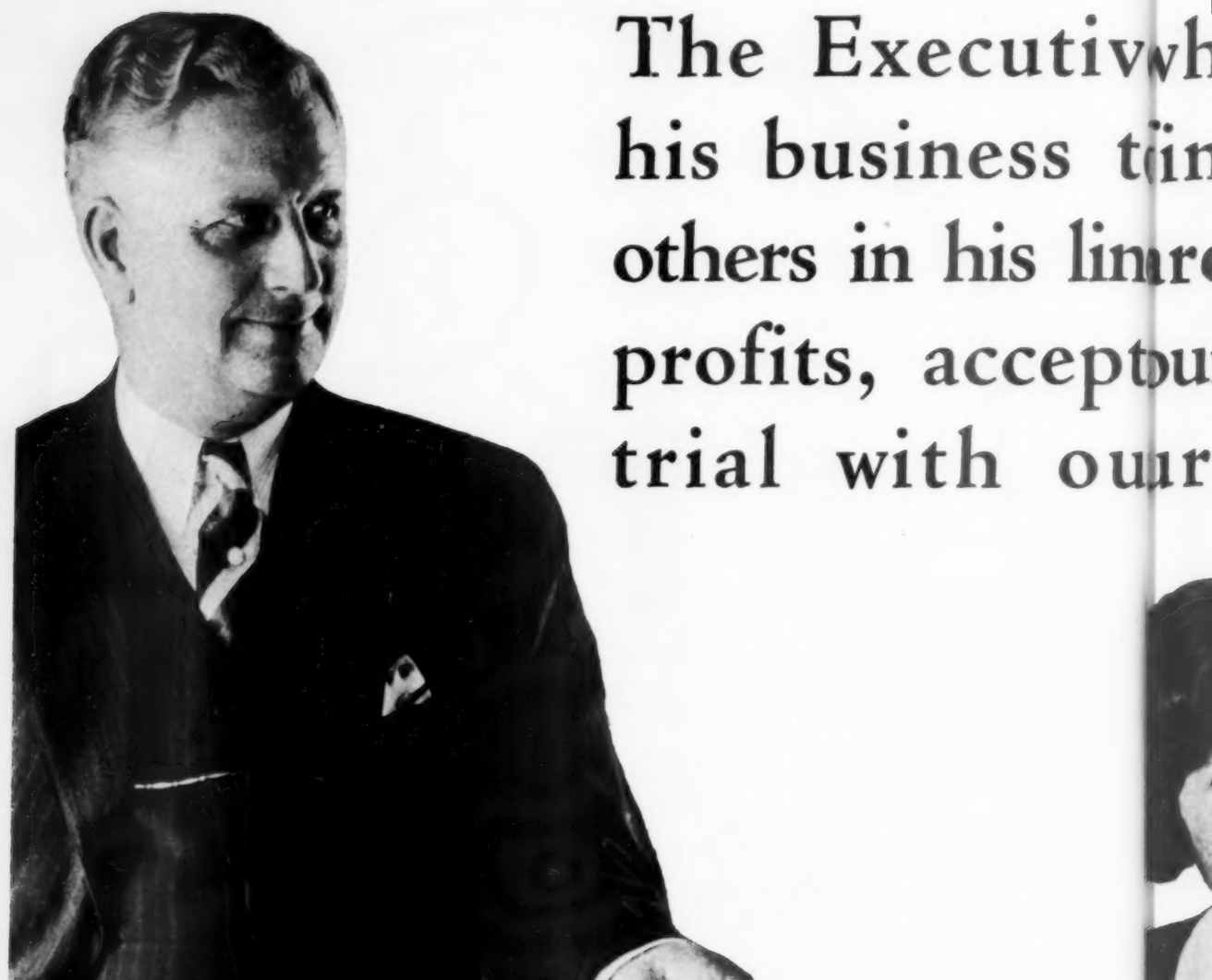
new Underwood Portable

-with 4 BANK STANDARD KEYBOARD

Typewriter Dealers and Stationers—increase your business with this "New" Underwood Portable with 4 Bank Standard Keyboard.

WRITE FOR INFORMATION

UNDERWOOD TYPEWRITER CO., Inc., 30 VESEY ST., NEW YORK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MAIL WITH YOUR LETTER-HEAD TO

Addressograph Co.,
903 W. Van Buren St., Chicago, Ill.

☐ Send FREE Booklet: "Which Is Yours—Direct Mail Advertising or Direct Mail Selling?"

☐ Send Latest 3-Color Catalog & Price List.

☐ Send Express Prepaid FREE trial Hand Machine. Will return Freight COLLECT unless we buy.

131-5-27

Saving Office Dollars

THE Underwood Revolving Duplicator holds down office overhead.

It reproduces in quantity all kinds of written work. It takes care of those last minute Bulletins that have to be rushed out to the sales force, new price lists and nearly every kind of office form. It turns them out in a few minutes—at a fraction of the cost of printing or multigraphing.

It is so simple that anyone can operate it. An easy turn of the handle—and from 40 to 60 neat, legible copies a minute are duplicated.

Any Underwood office can give complete information on the Underwood Revolving Duplicator. Write or telephone for these dollar saving facts.

UNDERWOOD TYPEWRITER CO. INC.
UNDERWOOD BUILDING NEW YORK CITY

UNDERWOOD
Revolving
DUPLICATOR

Committee Pow-Wow Over Pacific Northwest Meeting

A meeting of the convention committee of the Pacific Northwest Stationers' Association was held on Saturday, April 9, at the Arctic Club, Seattle. The following were present: E. J. Chapman, secretary; R. F. Raber, chairman, manufacturing division; Frank L. Hawley, chairman, stationery division; H. V. George, chairman, engraving division; Pliny L. Allen, past president; Karl Terry, past president; Douglas Ball, president, Federal Ink Company, and C. R. Griffin, association president.

As a result of this meeting a tentative program was outlined which gives all day Wednesday, June 22, over to divisional meetings with no entertainment features whatever. The main feature for Thursday, June 23, will be National President Stewart's address. One of the features for Friday, June 24, will be a special discussion and development of the chain store idea with possible application to the stationery business. Among other features scheduled for these two days will be an address by Pliny L. Allen, past president, in which he will show why the stationery and printing business is one of the best in the world.

A very large portion of the time will be devoted to the problems of dealers doing business in the smaller cities—such men as Pal Clark, Clark's Book Store, Walla Walla; Tommy Lofgren of the Book Store, Olympia; Bill Mendenhall, Office Equipment and Supply Company, Aberdeen; John B. Coe, Coe Stationery Company, Eugene, Ore.; and others, making this time interesting and valuable. For the associate membership which is made up of the traveling men and is equivalent to the National Association Field Membership, the association expects to have Jimmy Davison of the Wilson-Jones Company tell of their interest in association matters.

On the entertainment side of the program there will be luncheons with the ladies on Thursday and Friday; a theatre party for the ladies and a stag party for the men with an "Aye Sir" club initiation on Thursday evening. On Friday evening there will be a dinner dance, and on Saturday morning probably a land and water tour of Seattle and vicinity.

The association expects the largest attendance of any convention yet held, probably running well over two hundred people.

Dixon Club Minstrel Show and Dance

The Dixon Club, composed entirely of employees of the Joseph Dixon Crucible Company, Jersey City, N. J., held a minstrel show and dance at the Bergen Lyceum April 27.

This was unusually successful, the minstrel features being presented by members of the Dixon Club and the Ladies' Auxiliary of that organization. A chorus of thirty-five male and female voices rounded out a diversified and pleasant entertainment.

The minstrel show was followed by a dance. The entire production was staged and coached by T. F. Cook, a member of the Dixon Company's cost accounting department.

The following were the end men of the minstrel show: J. Glendinning, A. J. Schick, J. Hamilton, J. Fay, W. St. John, J. A. Linehan, A. G. Fletcher and H. Block. Specialty numbers were presented by T. Mack, J. Doran, Estelle O'Keefe and Helen Kehoe, Gene Hamilton and Si Donahue. A special rendition of the "Black Bottom" dance was given by the Misses A. A. and M. T. Coffey, and J. Fay and J. Hamilton, end men. They were supported on the ukes by Lex Fletcher and Gene Hamilton. Another big feature of the night's entertainment was "The Lunatic's Lullaby," put over by Artie Schick, the half pint end

1858 1927

Spencerian

TRADE MARK

Two New Sales-Cases

No. 6 Ready Sales-Case

A Convenient Way To Sell More Pens

LET these two sales-cases sell steel pens for you. All stores should have one, many stores should have both of these cases. They sell boxes of a dozen each of the most popular Spencerian pens, also a one-dozen box of assorted pens.

No. 6 case is free with a six-gross order, No. 12 with a twelve-gross order.

Both cases are beautifully enamelled in blue and buff. The actual pens are shown on the display card; the little boxes slip out readily; refills are supplied through your jobber.

No. 12 Ready Sales-Case

No. 6 measures 4″ x 15″ and contains six gross of pens boxed in dozens: one gross of assorted pens and one gross each of five popular numbers, Nos. 1, 20, 30, 34, and 49, fine, medium, stub, and dome-pointed.

No. 12 measures 9″ square by 12″ high and contains twelve gross of pens boxed in dozens: one gross of assorted pens and one gross each of eleven popular numbers, gray and silverine finish, Nos. 1, 2, 20, 28, 30, 38, 39, 40, 42, 44, and 49, fine, medium, stub, and dome-pointed.

If you order direct please send us your jobber's name.

Spencerian Pen Company, 349 Broadway, New York City

Please send us the following sales-cases free with order:

_____ No 6 metal Ready Sales-case (s) with six-gross assortment

_____ No. 12 metal Ready Sales-case (s) with twelve-gross assortment

NAME _____ ADDRESS _____

O. A. 5-27

Is YOUR STORE Missing This SALES POWER?

The advertisement illustrated at the right which will appear in The Saturday Evening Post, May 21st, is much like a powerful electric current running by your store. Unless you hitch your store to this current you will never know its sales power.

To help you tie-up your store with this advertisement we will furnish a FREE COMPLETE DISPLAY UNIT, consisting of Display Cards, Window Strips, Circulars, Price Cards, and Saturday Evening Post Reprints. Write for Complete Display Unit No. 15.

National Loose Leaf and Bound Books is the only dealer line nationally advertised to the consumer.

Is your store getting this advantage? If not, write us.

Listen . . . *your LEDGER is speaking!*

"I HAVE important information for you—information you *need*.

"The minute an account becomes inactive, I can tell you—in time to save it. When a certain customer buys more than ever before, I can let you know. Or—when purchases are made only in small lots, the selling costs of which nibble into your profits, I can remind you that it's time to shorten that customer's discount."

This is how your ledger might talk to you. It holds a lot more information than merely how much money is owed you. Interpret these important facts. Record them in a loose leaf Ring Book or Post Binder for further reference. Use them to keep your finger on the pulse of your business.

A ledger so valuable deserves good, dependable ledger sheets. You can get them in National Ledger Sheets. Two pictured below are No. 7048-A Double Entry Ledger, made of Hammermill Paper, and No. 7041-D of high grade Yorkshire Paper—with conveniently ruled, center balance column.

National Ledger Binders will protect your records. National *Aladdin* is a quick-acting, *keyless* ledger. National *Emerald* No. 08941 is sturdy and moderately priced.

See your stationer. If he hasn't National Ledger Sheets and binders, write us for folder and name of nearby stationer who can supply you. National Blank Book Company, 101 Riverside, Holyoke, Massachusetts.

7041-D Center Balance Column
Size 9¼ x 11⅞"

7048-A Double Entry Ledger
Size 9¼ x 11⅞"

Are you missing the help your stationer can give? He can mean much to you as a quick, dependable source of good counsel and service for efficient records that control business, professional and personal activities.

National

Loose Leaf *and* Bound Books

Controls Business Activities

NATIONAL

© 1927, Natl. B. B. Co.

man, supported by all the ends. The dancing of Si Donahue surprised every member of the minstrel company, as he surely could "pick 'em up and lay 'em down."

Unusual Convention of Typewriter Representatives

One of the largest gatherings of typewriter representatives, embracing managers, salesmen and executives ever assembled in Virginia, was held in the city of Richmond, Va., at the Hotel Richmond on the ninth of April. Manager Edward J. Sullivan of the Remington Company, Richmond district, embracing Virginia, North Carolina and a portion of South Carolina and Tennessee, called all of his field staff to this conference, not only to celebrate the "big business of 1926," but for the purpose of having explained by an executive the policies of the recent consolidation of kindred interests, such as the Dalton Adding Machine Company, the Rand-Kardex Bureau, the Baker-Vawter Company and the Powers Accounting Machine Company.

G. E. Hancock of New York, national sales manager of the Remington division, and J. E. McKerracher of New York, in charge of the Southern district for Remington accounting machines, were in attendance. Mr. Hancock outlined in an interesting manner the general policies of the Remington-Rand, Inc., the organization which has been in process of formation, embracing about $70,000,000 capital. Mr. McKerracher, in a masterful way, discussed the improvements lately made in Remington accounting machines. Manager Sullivan had arranged a program of discussions, which brought out some remarkably fine addresses on the subject of electric, noiseless, portable and accounting machines, from his force of sub-managers and salesmen, in which all took part. Announcement was made that the Richmond, Va., office had twice led the United States in the year 1926 in excess of business over quota, and twice had been second in this respect. This office gives promise of being winner of at least one or more of the enviable prizes of 1927, embracing European trips, in July.

Richmond, Va., maintains an active "Office Appliances Association," of which E. J. Sullivan has recently been made president. Business shows are held annually, on a big scale, and draw large crowds during their duration of a week.

Los Angeles Regional Meeting to Be Moved Up One Day

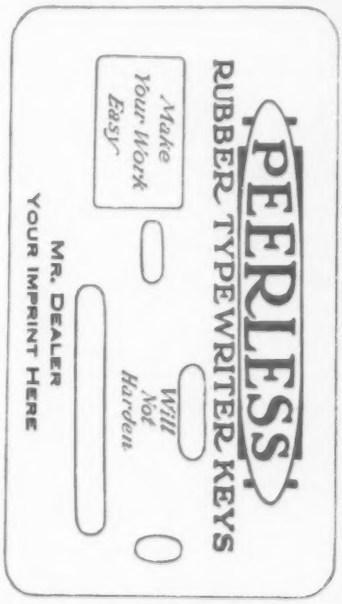
The regional meeting of District No. 14 of the National Association of Stationers, Office Outfitters and Manufacturers, which was to have been held in Los Angeles on June 15 has been moved up one day to accommodate the schedule of President Stewart and will, therefore, take place on Tuesday, June 14. Mr. Stewart plans to arrive in Los Angeles on Monday morning, June 13, and will spend the afternoon visiting local dealers at their stores. Charles M. Marshall of Atlanta, secretary-treasurer of the Ivan Allen-Marshall Company, and Carl Schutz of the Browne-Morse Company, Muskegon, Mich., governor of District No. 5, will be in Los Angeles and will take part in the program.

Joe E. Harvey, regional governor of District 14, is making personal calls on the dealers, inviting them to be in Los Angeles on June 14. James H. Davison of the Wilson-Jones Company and Mr. Harvey have already visited San Pedro, Long Beach, Glendale and Pasadena, and other points were visited during April. Mr. Davison will organize a traveling men's division for the Pacific Coast and any field members who are interested in helping him out on this important branch of the work should get in touch with him at once. It is planned to work along the lines of the traveling men's division, which is doing such good work in the Atlanta, Ga., section.

EIGHT DEALERS OUT OF EVERY TEN----

This is an enviable record—and proves most conclusively that Peerless Rubber Typewriter Keys *MUST* be consistent and gratifying profit producers. The country's leaders are included in this dealer representation—our unusual dealer sales plan works for all.

Erasure shields of immaculately white celluloid constitute the newest dealer helps in an already comprehensive line. They're imprinted for you, of course, in generous, convincing quantities, and consistently remind the typist of the resilient rubber keys which take the "jar" out of her fingertips while typing.



Why not start YOUR profitable Peerless Program today by learning the whole story? Send in the attached coupon now for full particulars. There's absolutely no obligation.

THE PEERLESS KEY CO., Inc.
176 Fulton St., New York City
Agents in the World's Principal Cities

PEERLESS KEY COMPANY, Inc.
176 Fulton St., New York City

Please send us without any obligation on our part, details of your special profit-making offer, together with sample of Peerless Key and erasure shields with our imprint (telephone number if desired.)

Name _____

Address _____

Telephone No. _____

Mastergrade Remanufactured Underwoods

Big Value in More than Appearance

Master Grade Underwoods look good to the typewriter prospect because every one gets a real job of japanning and nickeling, but what makes Master Grade the outstanding value--the best buy for the user and the best line for you, is its splendid performance--alignment and general appearance of result and the snap and zip to the operation that makes speed.

Consider the quality and then check up our price list.

The Wholesale Typewriter Company

428-430 Broadway,
NEW YORK, N. Y.

Exclusive Distributors of Mastergrade Remanufactured Underwoods; Largest Wholesale Distributors in the World

District No. 5 Meets in Cleveland

Regional District No. 5 of the National Association of Stationers, Office Outfitters and Manufacturers, will meet on Wednesday, May 3, at the Cleveland hotel under the leadership of Carl M. Schutz of Muskegon, Mich., regional governor. The meeting will be big, profitable and educational. A fine program has been arranged which is said to be absolutely novel. Every stationer who can reach Cleveland on May 3 should be sure to be present at this meeting. Mr. Schutz extends a blanket invitation to the entire trade.

Denver Apela Club

G. G. Connelly, Denver manager of Ernst & Ernst, states that the Denver Apela Club holds its regular weekly luncheon with a reasonably good attendance, because the active members feel that the Apela idea is very much worth while and not only enjoy the contact with the other office supply representatives, but cooperate in the matter of keeping all members informed as to new lines of business in the territory.

Illinois Stationers Plan Interesting Meeting

The twelfth annual convention of the Illinois Booksellers' and Stationers' Association will be held at Bloomington, Ill., on May 3 and 4. The headquarters will be in the Illinois hotel, where a large exhibit hall opening off of the convention hall has been secured on the second floor. The management is holding the sixth floor of the hotel for reservations by members and delegates. The overflow will be cared for on other floors.

The president of the Association is Harry H. Chumley of the Woodworth Book and Stationery Store, 1311 East Fifty-seventh street, Chicago, Ill. The secretary is J. W. Sutton of the Woodbury Book and Stationery Company, Danville, Ill. Claude E. Dunlap, of the Rockford Printing and Stationery Company, Rockford, Ill., is first vice-president and I. J. White, of Rand, McNally Company, Chicago, Ill., is second vice-president.

The local committee in charge of the arrangements for the meeting in Bloomington consists of W. H. Johnson, of W. B. Read & Company; Harold Lang, of the Pantagraph Printing and Stationery Company; Chalmers Marquis, of the C. H. Marquis Book and Stationery Stores, and W. W. McKnight of McKnight & McKnight, books, stationery and printing.

The president and other officers have prepared a most excellent and worthwhile program and the local committee has a fine program of entertainment arranged for the men and the ladies.

The exhibits will be one of the features of the convention this year. This is a live association and their conventions are always well attended.

L. C. Smith and Corona Seattle Men Dine

Francis E. Van Buskirk, vice-president of the L. C. Smith & Corona Typewriters, Inc., was the guest of honor at a recent banquet given by the company's Seattle organization. The menu was designed by Mr. Benaría and bore the figures "147" on the cover, meaning the percentage of quota achieved by the Seattle organization. The first page bore a picture of President Frank R. Ford. The second page was dedicated to Mr. Van Buskirk. Mr. Benaría presided as toastmaster and responses were made by several of the organization as well as by Paul Winship, branch manager at Portland. During the evening, the Lions' Club Quartet gave a prologue and a number of songs.

The manager of the office at Vancouver invited everyone to come to Vancouver next January.

A CLEMCO DESK

The New "CLEMCO" Catalog "K" is

"So different from the ordinary office furniture catalog,"

—says a "CLEMCO" Dealer

FROM A SALES ANGLE, the new "CLEMCO" CATALOG K contains features not found in any other desk catalog.

Instead of just coldly picturing the desk, stating sizes, code numbers, etc., we give a DEFINITE, HELPFUL SALES SUGGESTION for the desk shown.

This letter, dated April 11, 1927, is typical of numbers of unsolicited letters which have been arriving since we mailed the first copies:

"We are in receipt of a copy of your new catalog K, which reached the writer's desk this morning.

"This catalog is so different from the ordinary office furniture catalog that we cannot pass without complimenting you upon the novel idea of suggestive sales data contained in the same, which in our opinion makes it more than merely a portrayal of certain pieces of office furniture and brings home to the salesman a concrete constructive idea to pass on to the probable purchaser."

"CLEMCO" Dealers know, and other office furniture dealers are realizing, that the Clemetsen Co. is more than a step ahead in both the manufacture and selling of office furniture.

Briefly we offer:

An unmatched, progressive dealer policy.
A line so broad as to care for every desk demand.
Ten Fine Office Suites and Four Desk Lines of exceptional quality.
Twenty-six years of desk building experience.
Over 12,000 desks in our warehouse to give you SERVICE.
Ten beautiful factory salesrooms for your use.
Exclusive construction and convenience, features not equalled in the office furniture world.

Write for the NEW "CLEMCO" CATALOG K if you have not received a copy and watch for an IMPORTANT ANNOUNCEMENT soon to be made.

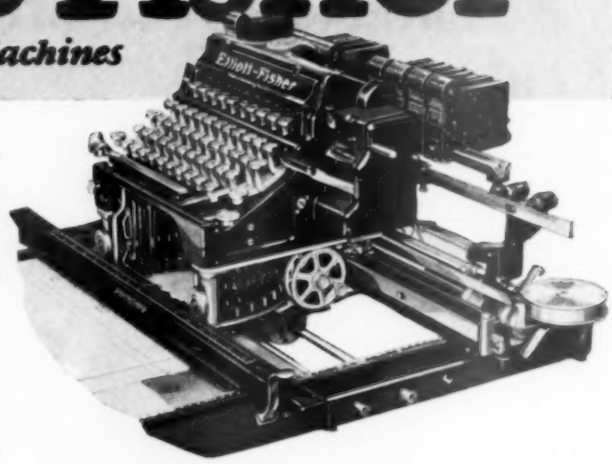
THE CLEMETSEN CO.

Makers of a Complete and an Exceptional Line of Desks and Fine Office Suites for Business, Bank and Professional Use.

3403 West Division Street Chicago, Illinois

Elliott-Fisher

Accounting-Writing Machines



Speed . . . Elliott-Fisher has the exclusive flat writing surface and automatic-electric operation. Several jobs can be combined into one. Power does what hands once did.

Accuracy . . . Elliott-Fisher is self-checking. Errors are reduced to the vanishing point.

Dependability . . . Elliott-Fisher is made with utmost care and precision. It is backed by Elliott-Fisher's thirty-five years' experience in the accounting machine field.

Let us tell you how Elliott-Fisher can speed up your accounting work without adding a single name to your payroll. Write us for details.

Sundstrand

Adding, Figuring & Bookkeeping Machines — Cash Registers

Speed . . . Sundstrand is more than an adding machine. Touch a key and Sundstrand performs *direct* subtraction. Touch another key and you are ready for automatic shift multiplication. No mental figuring to be done.

Accuracy . . . Sundstrand's ten-key keyboard means no columns to locate. Simple one-hand control over all operations is combined with complete visibility. Every figure is printed for you with totals in red.

Dependability . . . Simple construction and inbuilt ruggedness insure long, dependable service. Sundstrands have been in use for over fourteen years.

You no longer need to be satisfied with machines which only add. Write us for complete information and prices.

General Office Equipment Corporation

Elliott-Fisher Division

The Elliott-Fisher Division markets Elliott-Fisher Accounting-Writing machines designed to meet every accounting requirement.

Elliott-Fisher Company has acquired the business and assets of the Sundstrand Corporation.

Products of both companies are marketed by the General Office Equipment Corporation through its Elliott-Fisher and Sundstrand Divisions.

Sales and service offices are maintained by GOEC in the principal cities of the United States and foreign countries.

Sundstrand Division

The Sundstrand Division markets Sundstrand Adding, Subtracting, Calculating, and Bookkeeping Machines and Cash Registers.

342 MADISON AVENUE, NEW YORK CITY

Kansas Book Dealers Meet

At the regular annual meeting of the Kansas Book Dealers' Association, held some weeks ago at Topeka, Kans., a number of important matters were taken up. Strong opposition was registered against the proposition to inaugurate free text books in the schools. A number of prominent members spoke against the movement and powerful influence is being brought to bear to kill the proposed legislation.

Mr. Sully of the Merchants' Service Bureau of the National Cash Register Company gave a fine illustrated talk on Selling, Leaks in Business, Why Customers are Lost, etc. Talks were made by George Allen, the new state superintendent of instruction; C. B. Osgood, Western sales manager for the Dennison Manufacturing Company; Joe Erren of the Dennison Manufacturing Company; Miss Elizabeth L. Wooster, former state superintendent of instruction; John Hall of the Hall Greeting Card Company, and others.

At the second day's session of the convention it was moved by Mr. McCarthy that officers for 1926 be re-elected. Motion was seconded and the secretary was instructed to cast the unanimous ballot of the association for the previous year's officers.

At the second session, the speakers included Mr. Opie of the American Crayon Company; Thomas H. Hanson of the National Blank Book Company; William Braden of the Irving-Pitt Manufacturing Company; Frank Pinet, secretary of the State Teachers' Association, and others.

Several cities were proposed as the meeting place next year, but, Topeka, having received the majority of votes, was selected.

Various addresses on practical subjects were discussed and a resolution was passed at the suggestion of the American Fair Trade League, approving the resale price legislation outlined in the Capper-Kelly bills. A large number of useful and interesting souvenirs were given out and publishers and other concerns allied with the book and stationery business put on interesting displays at the hotel.

The banquet was served in the roof garden of the Hotel Kansan to one hundred members and guests on the evening of February 20. The Kansan Orchestra, supplied by the Lee Mercantile Company, played all through the evening. Souvenirs were distributed by the Cook Leather Goods Company, Rustcraft Company, Sanford Ink Company, American Crayon Company and Esterbrook Steel Pen Manufacturing Company.

Phil M. Anderson, president of the association, was toastmaster. Among the speakers were Warren Wilson of the Snowden-Mize Company; Margaret Hill McCarter, guest of honor; Mrs. Noble Prentis; H. C. Bowman, president of the Municipal League; J. C. Mack, representative of Harvey county; Basil Willis, a Topeka author, and others. Miss Cecile Burton, dramatic instructor of the Kansas City High School, gave a number of readings, consisting of selections from several Kansas authors. W. Y. Morgan, publisher and author, gave a humorous talk, relating some of his experiences on a recent trip to Europe.

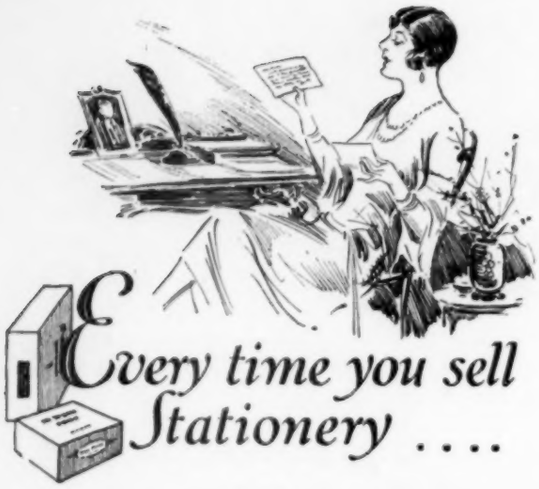
During the banquet, a committee headed by Mr. McCarty, presented a beautiful original water color sketch to Phil M. Anderson, for Mrs. Anderson. This was the picture presented to the association by the American Crayon Company through Mr. Opie.

The officers and directors of the association are: Phil M. Anderson, Newton, president; A. S. Allen, Wichita, vice-president; F. G. Orr, Wichita, secretary-treasurer; Mary C. Stromberg, Newton, acting secretary. Directors: Mason McCarty, Emporia; Isaac Goldsmith, Wichita; O. Scott Morgan, Baldwin; F. G. Orr, Wichita; A. S. Allen, Wichita.

Office Chair Value

Similar patterns of different makes may look alike. The purchaser cannot judge from mere outward appearance. Real value of an office chair is measured in years of satisfactory service, such as Johnson chairs have rendered for more than half a century

JOHNSON CHAIR CO.
CHICAGO
FACTORY AND SHOW ROOMS
4401 WEST NORTH AVENUE



Every time you sell Stationery ....

WRITING, jet black, upon white paper, fulfills fashion's meticulous requirements, acknowledging formal, engraved announcements and invitations with like formality.

Sell Eternal Black Ink *for* Correct Social Usage

And in combination with today's ultra-fashionable, delicately tinted papers for intimate personal correspondence, *black ink* is the *only* kind which will preserve the correct color balance.

Whenever a sale of fine stationery is made a bottle of Higgins' Eternal—the finest black writing ink, should go with it.

And whenever you sell a bottle of Higgins' Eternal, you sell smoothness, distinction and character in writing, which make for repeat sales on your fine writing papers—and greater ETERNAL volume!

Send for particulars

CHAS. M. HIGGINS & CO.

Manufacturers of Eternal Black Ink for all fine writing, and drawing inks and adhesives.

271 Ninth Street Brooklyn, N. Y.

HIGGINS' Eternal Black Ink

New York Stationers Association

The regular monthly meeting of the New York Stationers Association took place at the Drug and Chemical Club, New York City, on April 18. Annual reports of the secretary and treasurer were read. The report of the treasurer disclosed a cash balance of $570.38 with a reserve of $5,000 in Liberty Bonds. The secretary's report showed that the membership of the association is now one hundred fifty-eight. There are forty-nine retailer members; eighty-one manufacturers; twenty-three jobbers and five publishers.

Owing to a slight accident confining him to his home, President J. Thomas Hill was absent. His place was taken by Vice President L. C. Giels of Corlies, Macy & Company.

The chair called upon Myron Stein, chairman of the nominating committee and asked for his report, following which the five directors named below were elected for a two-year period: J. J. O'Brien of J. J. O'Brien & Son; George Beyer of Stevenson & Marsters; C. C. Shee of the Oakville-American Division of The Scoville Manufacturing Company; C. M. Smith of Smith & Thomson, and Julius Blumberg of Julius Blumberg & Company.

The chair then announced that on and after May 31, 1927, the services which the stationers' association has been enjoying through the Employing Printers Association of New York would be discontinued because very few of the members have availed themselves of the privileges offered.

Henry Frank, a prominent member of the association, was then called to the chair and led the members in a spirited discussion of conditions and problems confronting stationers.

An Echo of the Recent Kansas City Banquet

A report of the banquet given by the Irving-Pitt Manufacturing Company to the stationers during the recent regional district meeting in that city was published in the April issue of Office Appliances. A few additional particulars have come to our notice since the publication of the previous item.

About ninety persons were present at this interesting affair. W. R. Braden of the Irving-Pitt Manufacturing Company, acted as toastmaster and the entire program of music, much enjoyed by everyone, was furnished by the following people, all of whom are regular employees of the Irving-Pitt Manufacturing Company: Miss Grace Wilsworth, Miss Leona Galvin, Miss Lilly Badami, Miss Violet Hunt, Miss Mabel Randall, Miss Lennie Burris, Miss Mabel Mayhugh, Miss Viola Simmons, Miss Gladys Manter, Ed. Murphy, Lee Shoemaker and Kenneth Thompson.

Those seated at the speakers' table were W. Neill Stewart, president of the National Association; Charles P. Garvin, governor of Regional District No. 1; Mr. and Mrs. Frank Hughes; Mr. and Mrs. W. R. Braden, R. M. Van Valkenburgh, who introduced the numbers on the program; S. B. Hudson, district governor, and Mrs. Hudson.

The entertainment and banquet supplied by the Irving-Pitt Manufacturing Company were profoundly appreciated.

Richmond Stationers Association Elects Officers

The Richmond Stationers Association of Richmond, Va., held its annual meeting in the main dining room of the William Byrd hotel at six p. m., April 14. At this meeting the following officers were elected: A. A. Schwartz of A. A. Schwartz Company, president; Benjamin V. Cole of The Bell Book & Stationery Company, vice president; B. Downing Price, Price Brothers, secretary-treasurer.

These Elephants Are Pulling More Business—More Profits!

ONCE YOUR CUSTOMER—bless him—has purchased and used a carton of Hodgman Tested Rubber Bands, there's no denying him the maroon and grey package a second time . . . He's found that the Elephants on the box are pulling strong for quality and full count . . .

For you, the result of your customer's confidence is obvious . . . Bands are only one of the thousand items you carry, but if your customer finds satisfaction in the bands you sell him, he'll reason that surely he'll be satisfied with the other products you handle . . .

The Hodgman Formula, as we've said before, is simple: 95% Selected Rubber, 5% Sulphur—and 40 years' bandmaking experience . . . and now these good bands are safeguarded by a good merchandising package.

If the Elephants aren't pulling more band business for you, put 'em to work . . . Hodgman Tested Rubber Bands cost no more than ordinary brands . . . and you can use the extra profit the package brings . . .

The coupon, please . . . Just shoot it along today . . . and no obligation!

Hodgman *Tested Rubber* Bands

Hodgman Rubber Company, FRAMINGHAM, MASS.

Send latest prices on Hodgman *Tested Rubber* Bands.

Name _____

Att. Mr. _____

OA-5 *City* _____ *State* _____

No. 5469 W—
a correct posture chair

Saving Time--

The modern office saves a great amount of time in transacting its business. The many types of office appliances make short work of tasks that once took hours. A few do the work that many once did.

We want to save still more time. We are careful to make working conditions such that they will be conducive to the best effort of our workers. Light, heat, ventilation are matters scientifically determined.

It is strange that we have thought little of chairs. Constructed without regard to the seating structure of the body, the ordinary chair saps energy, brings on fatigue. "Chair weary" is a common complaint.

Derby Correct Posture Chairs* properly seat and support the body—they help keep efficiency up, minimize fatigue.

P. DERBY & Co. INC.
Chairmakers for 83 years
GARDNER, MASS.

One Park Avenue
New York City

197 Friend Street
Boston, Mass.

*Manufactured under Earl Thompson Correct Seating patents.

Baltimore Wholesale Business Reorganized

The Wilson-Howell Company has succeeded The Marcus W. Wolf Company, 128 South Hanover street, Baltimore, Md. The latter business was established in 1875. Following the transfer of ownership March 10, 1927, the following officers took charge for The Wilson-Howell Company: R. Bernard Wilson, president; Lawrence F. Wilson, secretary; Charles F. Smith, treasurer. Both R. Bernard Wilson and Lawrence F. Wilson had been with The Marcus W. Wolf Company twenty-five years. Mr. Smith, the treasurer, had been credit manager over thirty-five years with a Baltimore jobbing house.

The Wilson-Howell Company was conducted as a side line in connection with The Marcus W. Wolf Company by R. Bernard Wilson since 1912. Later on G. Robert Howell, superintendent of the fidelity division of The Fidelity & Deposit Company of Baltimore joined The Wilson-Howell Company. Mr. Howell has been with The Fidelity & Deposit Company the past twenty years.

The Wilson-Howell Company moved from 105 West Redwood street to 128 South Hanover street a short time ago. Three salesmen have been added recently to the sales staff. They cover Maryland, Delaware, Virginia, West Virginia, Pennsylvania, North and South Carolina, which the Messrs. Wilson traveled regularly in the past. The company aims to carry widely known brands recognized by the trade, and has established a policy of prompt service to dealers. "Monumental" brands are featured especially.

The management of The Wilson-Howell Company is under the personal direction of R. Bernard Wilson, assisted by the employees of the company who have been so loyal to the business in the past.

Stafford Moves Chicago Branch

The Chicago branch of S. S. Stafford, Inc., which has been located at 322 West Washington street since 1925, has been moved to 217 North Desplaines street. This is easy of access from the business district of Chicago, is convenient for merchandise pickups, and affords increased space for the warehousing of Stafford products. This change was made coincident to an enlargement of the territory covered by the Chicago branch.

A factor of advantage is that there is no automobile parking restriction in the district in which the new branch warehouse is located. The present change is the third move made in the past five years, each change bringing with it an increase in the space occupied.

Veterans on Washington "Elsie" Staff

Chas. J. Rogers, manager at Washington, D. C., for the L. C. Smith & Corona Typewriters, Inc., has listed the terms of service of his twenty-eight employees. The average length is over five years. Mr. Rogers heads the list with a record of sixteen years, one month. Three individuals exceed ten years of service at the branch; eight from six to nine years and five from two years to over four years.

Union Stationery Corporation Gets Out New Catalogue

The Union Stationery Corporation, 777 Broadway, New York City, has just issued a new catalogue of stationery items and office equipment. The book is complete and takes in most of the important items used in an office, large or small. It is said to be a fine reference catalague, so arranged as to make it convenient to order therefrom. A copy may be had upon application to the Union Stationery Corporation.

The Difference Between a Profitable Business Year and a Disastrous Business Year is Often the Difference Between the Cost and Quality of Weis Products and the Cost and Quality of other Makes of Office Supplies and Equipment

Weis

Read Last Page of this Four Page Insert

A Message from Weis

Sell them Weis and trays when they substantial and

When the need is for something inexpensive yet sturdy and serviceable in transfer cases, card trays and card index cabinets, you can conscientiously recommend Weis Fibre Board Trays, Cases and Cabinets.

The Weis Fibre Board Line was developed to meet just such requirements. The items comprising the line embody the strongest, most durable materials, and special constructional features that contribute to serviceabity. A special method of re-inforcing the corners and edges is among these advanced features.

The line carries the added inducement of low price and liberal profit margin. Produced by modern equipment in quantity, each item in the line is priced to enable you to meet the keenest competition of direct-sellers and factory-owned branches.

Go over your stock now and make up an order for some of these quick-selling profit-builders. Prices quoted in the following paragraphs are subject to the usual discount to dealers. With your order we will send you direct mail circulars that will help you get the business.

Fibre Board Card Index Trays: made of tough binders' board, with black and white marble paper covering. Corners and edges re-inforced with binders' cloth. Equipped with dust-proof covers and adjustable steel follow-blocks. No. 35, for 3x5 cards, $9.00 per doz. No. 46, for 4x6 cards, $12.00 per doz. No. 58, for 5x8 cards, $15.00 per doz. No. 69, for 6x9 cards, $18.00 per doz. No. 49, for 4x9 papers, $17.00 per doz.—Less dealer discount.

Weis Fibre Board Card Index Trays, Nos. 35, 46, 58 and 69. No. 49 shown at lower righthand corner.

Have you a copy of our latest catalog and price list? If not, write at once for a copy. Your request will not obligate you in the least. The legitimate retail trade is more and more looking to the Weis Catalog for its filing equipment and filing supply needs. Dealers appreciate the Weis policy—no direct sales, no factory-owned branches.

Weis Card Cabinets with Fibre Board Drawers Nos. 235, 435 and 635.

fibre board cases *ask for* something inexpensive ~ ~

Wood Card Cabinets with Fibre Board Drawers: Cabinets are made of select hardwood, stained natural. Drawers are made of tough fibre board with cloth re-inforced edges, and are fitted with auto-locking steel follow-blocks. No. 235, with 2 drawers for 3x5 cards, $3.50 each. No. 435, with 4 drawers for 3x5 cards, $6.00 each. No. 635, with 6 drawers for 3x5 cards, $8.50 each. No. 246, two drawers for 4x6 cards, $4.50 each.—Less dealer discount.

Fibre Board Vertical Letter Files: Made of heavy binders' board, with re-inforced corners and black and white marble paper coverings. Each file equipped with set of 25 division A-Z guides and compressor block. Shipped knocked down and folded flat in individual carton. No. 225, letter size, $2.25 each, $22.50 per doz.—Less dealer discount.

Fibre Board Transfer Cases: Made of strong binders' board, with corners and folds strongly re-inforced with binders' cloth. Made in 20" and 24" depths, the latter depth holding entire contents of vertical file drawer. Black and white marble paper covering. Packed in individual cartons, knocked down and folded flat. No. 920, letter size, 20" deep, $22.50 per doz. No. 940, letter size, 24" deep, $25.00 per doz. No. 930, legal cap size, 20" deep, $27.50 per doz. No. 950, legal cap size, 24" deep, $30.00 per doz. No. 915, invoice size, 20" deep, $22.50 per doz.—Less dealer discount.

The *Weis* Manufacturing Company

162 Union Street, Monroe, Michigan

New York:—A. H. DENNY, INC., 356 Broadway

Chicago:—ASSOCIATED STATIONERS SUPPLY CO., Franklin Street

Weis Products are advertised consistently in worth-while magazines to stimulate your business. Folders, display cards, electros, etc, furnished on request.

Weis Fibre Board Vertical Transfer Cases, Nos. 940, 950 and 915.

Weis Fibre Board Transfer cases save space on your shelves. They are shipped knocked down and folded flat in individual cartons.

Weis Vertical Letter File No. 225, a popular fibre board product.

Are You Putting Enough PUSH Behind the Items that Make You Money?

An old maxim points out the fact that while the hills farthest away may look the greenest, those close at hand are just as fertile.

In your search for profits, are you looking toward the hills farthest away or are you taking advantage of the rich opportunities close at hand? Are you putting your best selling efforts behind the staple merchandise that "brings home the bacon," or are you wandering afar seeking profits from specialty items that meet with strong sales resistance?

An analysis of almost any retail store will show that profits come from "over-the-counter" merchandise—the files, trays, folders, cards and other items that form the bulk of your sales. These items meet with least sales resistance and provide greatest turnover, the basis of all profit making.

On the other hand, specialties, although they offer a greater profit per sale, show a smaller net income when the books are balanced. The low rate of turnover, the time and effort resistance offered, all serve to reduce the dealer's profit.

Reverse the order. Try putting as much, or more, PUSH behind the good old money-makers as you put behind difficult-to-sell specialties. Do this for a period of time and note the results. The Weis Catalog is a complete index of the items to push.

The Weis Manufacturing Co.

162 Union Street, Monroe, Michigan

NEW YORK:—
A. H. Denny, Inc.,
356 Broadway

CHICAGO:—
Associated Stationers Supply Co.
Franklin Street

Dietz Desk No. B66F

DIETZ DESKS *and* TABLES

Illustrating one of our three new grades. The above made in genuine mahogany and walnut. With our five grades of straight line desks and tables, should be an attractive line to meet your complete requirements. On all our products the writing beds are finished with lacquer—the everlasting, beautiful finish.

Write for catalogue; our line may be open in your territory.

DURABLE Dietz DESKS ESTABLISHED 1881

The Logical Line for Your Trade

The Shipping Point Convenient to You . . .

THE J. F. DIETZ COMPANY

CINCINNATI, OHIO

NATIONAL ASSOCIATION OF STATIONERS OFFICE OUTFITTERS AND MANUFACTURERS

FREIGHT AND TIME SAVED ARE ADDED PROFITS

NATIONAL ASSOCIATION NEWS

Information Concerning the Activities of the National Association of Stationers, Office Outfitters and Manufacturers

OFFICERS:

W. Neill Stewart, *President, Dallas, Tex.;* Edward S. Towne, *First Vice-President, Holyoke, Mass.;* Edward E. Crandall, *Second Vice-President, San Francisco, Cal.;* Woodson P. Waddy, *Third Vice-President, Richmond, Va.;* Charles D. Brewer, *Treasurer, New York City, N. Y.;* Arthur J. Walker, *Auditor, Minneapolis, Minn.;* Fletcher B. Gibbs, *General Manager, 403 Conway Building, Chicago, Ill.;* Mortimer W. Byers, *Secretary and Counsel, 41 Park Row, New York City, N. Y.*

REGIONAL GOVERNORS

Charles P. Garvin, F. S. Webster Company, Boston, Mass.
Uri Doolittle, W. H. H. Chamberlin, Syracuse, N. Y.
Francis B. Irwin, James Hogan Company, Ltd., Philadelphia, Pa.
E. H. Clarke, E. H. Clarke & Bro., Memphis, Tenn.
Carl Schutz, Browne-Morse Company, Muskegon, Mich.
Daniel S. Hansen, Carlson Brothers, Inc., Moline, Ill.
Sterley F. Jerue, McClain & Hedman Company, St. Paul, Minn.
S. B. Hudson, The Star Printery, Muskogee, Okla.

REGIONAL GOVERNORS

L. B. Clegg, San Antonio Printing Company, San Antonio, Texas.
George E. Horne, George D. Horne Book Store, Greeley, Colo.
James S. Ball, Kilham Stationery and Printing Company, Portland, Ore.
Howell D. Melvin, Melvin, Roberts & Horwarth, San Jose, Calif.
William F. Dawson, Charles F. Dawson, Ltd., Montreal, Canada.
Joe E. Harvey, West Coast Stationery and Printing Company, Los Angeles, Calif.

SECRETARY'S OFFICE—41 Park Row, New York. GENERAL OFFICE and INFORMATION BUREAU—403-405 Conway Building, Chicago

Twenty-Second Annual Convention Will Be Held at Hotel Statler, Boston, Massachusetts, October 10-13, Inclusive, 1927

Important Meetings in District No. 9

Regional conferences of District No. 9 were held at San Antonio, Texas, on March 29 and at Dallas, Texas, on March 30. Prior to the opening of the meeting at San Antonio, the Texas Traveler's Association was organized on March 28. A report of this organization appears elsewhere. The organization consists of traveling salesmen who are field members of the National Association of Stationers, Office Outfitters and Manufacturers, traveling in this district.

The San Antonio meeting was called to order by Regional Governor L. B. Clegg in the Army room of the Gunter hotel, San Antonio at ten a. m., March 29. About fifty persons were present, including stationers from San Antonio, Galveston, Houston, Austin, San Angelo and quite a few field members from different parts of the country. Letters and telegrams were read from Charles L. Mitchell, Eberhard Faber, Edward L. Little and Charles P. Garvin.

W. Neill Stewart, president of the National Association, made a forceful and interesting talk on the association's activities. He outlined the plan of the regional districts, the work of the different committees, that of the Commercial Furniture Division and the need for better merchandising methods in the stationery business.

Mr. Stewart was followed by former President Ivan Allen of Atlanta, Ga., who spoke primarily on the National Index. This he clearly and convincingly explained. At the conclusion of Mr. Allen's remarks, President Stewart read a resolution requesting manufacturers who have not already done so to send their sheets to the National Association for inclusion in the index. This resolution was unanimously adopted.

The afternoon session started out with an address by Ed. G. Seng of the Maverick-Clarke Lithographing Company of San Antonio, who explained the purposes and advantages of the work now being started by the Harvard Bureau of Business Research. A round table discussion followed in charge of John Tobin of Austin. This proved most interesting and instructive. Stock control and Advertising were the topics which were given more time than any other subjects at this discussion.

C. C. Cobb of the Conklin Pen Company of Toledo, Ohio, who was present at the meeting, was called upon and gave an interesting talk on his experiences in advertising.

The banquet was held in the evening in the ballroom of the hotel, over one hundred persons being in attendance. Lon O. Malcolm of the Maverick-Clarke Company was toastmaster.

C. C. Cobb of Toledo explained the benefits of attending the National convention and urged all present to be in Boston in October. Other speakers were President W. Neill Stewart and Ivan Allen, who gave interesting and instructive talks.

District Governor Clegg then expressed his appreciation and thanks to those attending and expressed his gratitude for the co-operation given him. He especially thanked the Texas Travelers for their presence at every session and for the work done.

The San Antonio meeting was the largest ever held in that city and one of the most interesting. After the meeting several delegates from Houston, Galveston, Austin and San Antonio made up a party with the Texas Travelers and took a special Pullman on the eleven o'clock train for the meeting in Dallas.

The Dallas Meeting

This meeting was held in the Baker hotel on March 30. It was called to order at ten a. m. by Governor Clegg with stationers in attendance from Dallas, Fort Worth, Abilene, Waco, Wichita Falls, Galveston, Houston and San Antonio. President Stewart, who is himself a resident of Dallas, made a particularly fine talk. He had left his notes in San Antonio and was obliged to speak extemporaneously, but his most effective address showed how well he had the work in mind.

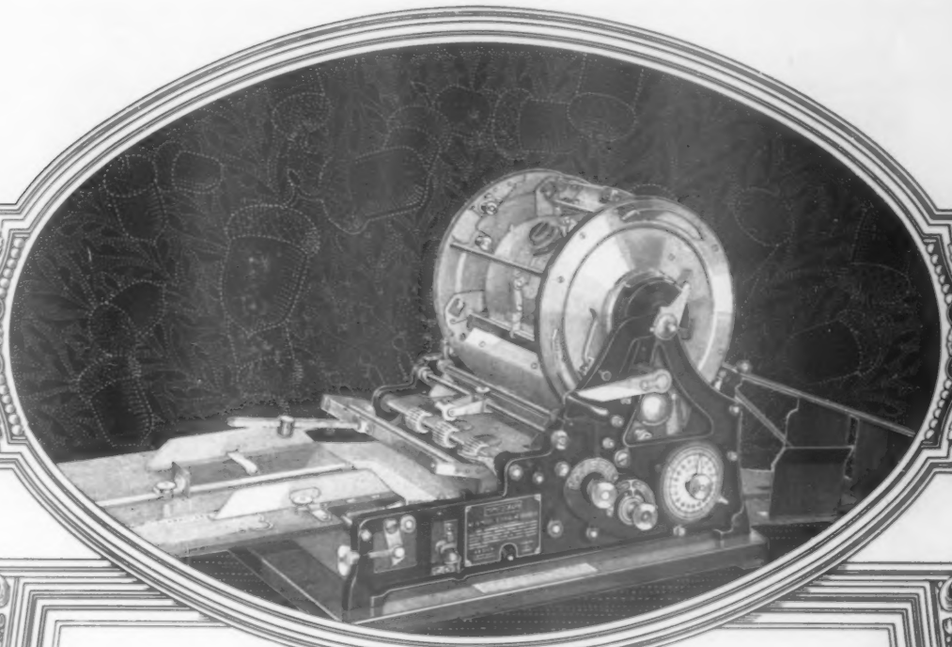
Ivan Allen also gave an interesting address, covering the same subject that he covered in San Antonio.

Roy Klein of the Yawman & Erbe Manufacturing Company, read a paper which had been prepared by Sidney A. Swensrud of the research staff of the Harvard Bureau of Business Research on the survey of the cost of doing business in the stationery trade.

After luncheon, the afternoon session was called to order.

H. B. McMaster of the Art Metal Construction Company, Jamestown, N. Y., gave a strong address in which he defined good will as being the disposition of a satisfied customer to return to the place where he had been well treated.

J. E. L. Chilton of the Merchants Retail Credit Association of Dallas gave an interesting address on retail credit. Following this address, District Governor Clegg called E. Clifton Wilson of Houston to the chair to conduct the round table discussion. Credits, Stock Control and Advertising were the principal topics talked of.



Stout growth in business depends upon right brains plus right tools

Clear thinking alone won't do the big job. In this highly competitive day the most efficient equipment obtainable is a *necessary* factor in success. Thousands of institutions throughout the world, and particularly in America, are absolutely dependent upon the Mimeograph for the success of many important activities.

Its ability to turn out tens of thousands of well printed form letters, bulletins, diagrams, etc., in the course of the day's work, with little trouble, and scarcely any expense, has made this "speed device" a really important tool in modern advancement.

Service

We maintain direct branches of our main factory in New York, Boston, Philadelphia, Washington, Cincinnati, Indianapolis, Pittsburgh, Detroit, St. Louis and Kansas City. And usually the best office equipment store in other cities sells Mimeographs and always has supplies in stock.

A. B. Dick Company
Chicago

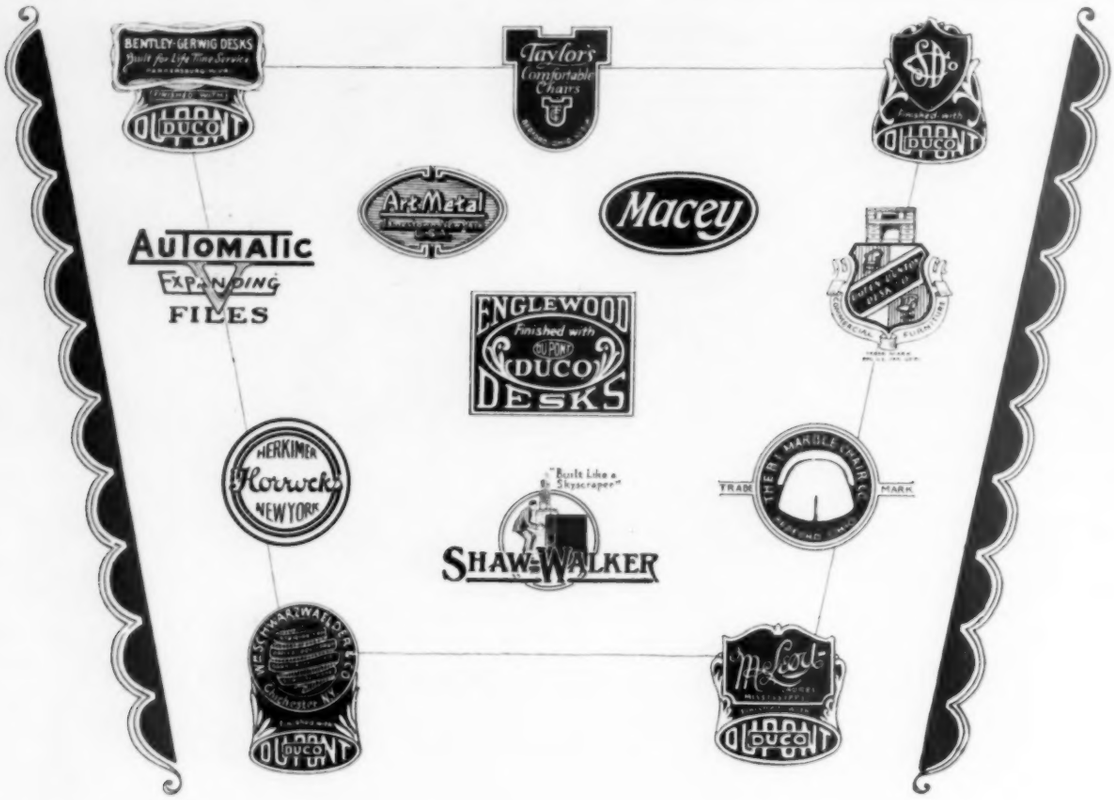
Today

You can't possibly know of the many important ways in which the Mimeograph can serve you until you have learned a few interesting facts concerning the Mimeograph of today. Let us send you an interesting booklet on this subject. A request will bring it to you without obligation.

A. B. Dick Company
Chicago

MIMEOGRAPH

THE EDISON-DICK MIMEOGRAPH CHICAGO



These Manufacturers of Commercial Furniture "Finish in Duco"

Art Metal Construction Co., Jamestown, N. Y.
Automatic File & Index Co., Green Bay, Wis.
Bentley & Gerwig Furniture Co., Parkersburg, W. Va.
Doten-Dunton Desk Co., Cambridge, Mass.
Englewood Desk Co., Chicago, Ill.
Horrock's Desk Co., Herkimer, N. Y.
Macey & Company, Grand Rapids, Mich.
B. L. Marble Chair Company, Bedford, Ohio
McLeod Furniture Co., Laurel, Miss.
Wm. Schwarzwaelder & Co., Inc., Chichester, N. Y.
Shaw-Walker Co., Muskegon, Mich.
Shelbyville Desk Co., Shelbyville, Ind.
Taylor Chair Co., Bedford, Ohio

For complete details write to: E. I. du Pont de Nemours & Co., Inc., Chemical Products Division, Parlin, N. J., Chicago, Ill., San Francisco, Cal., Everett, Mass.; or Flint Paint & Varnish, Limited, Toronto, Can.

DU PONT DUCO

REG. U.S. PAT. OFF.

The banquet took place in the Crystal ballroom of the Baker hotel at 6.30 p. m. with Fletcher Yeargan, president of the Dallas Stationers Club as toastmaster. Dr. L. T. Young, pastor of Abbey Presbyterian church of Dallas, made an interesting talk on "If I were A Salesman." Ivan Allen and W. Neill Stewart also made interesting speeches.

Seated at the speaker's table were the following: Henry Hamblin, lieutenant governor of Houston stationers; Phil Webster, president of the Texas Travelers Association; Ivan Allen, past president of the National Association of Stationers, Office Outfitters and Manufacturers, and present member of the executive committee; L. B. Clegg, governor of District No. 9; W. Neill Stewart, president of the National Association; Dr. L. T. Young of Dallas; Sam Hargreaves of Dallas, and L. B. Gardner of Waco. Mr. Gardner promised that what was seen in Dallas this year, would not be a starter to what he would show in Waco next year.

The entertainment consisted of vocal music, dancing and music by jazz orchestra. It was supplied by the Texas Travelers who were vital factors in making both meetings the great successes that they were.

Handsome Advertising Brochure

The George Batten Company, advertising agency, 283 Madison avenue, New York City, McCormick building, Chicago, and 10 State street, Boston, have issued a fine brochure containing some sixteen pages bound in gray covers with a pocket in the back cover containing several loose sheets illustrative of types of advertising described in the booklet. This brochure is 10¾ inches wide and 14 inches long. It is an excellent presentation of what the modern advertising agency has to offer. How the George Batten Company prepares advertising copy is described, both as to consumer advertising and trade advertising. The book itself is devoted particularly to the trade and industry division. The outline of how advertising is prepared is most interesting and shows the thoroughness with which each subject is gone into before anything is done toward writing the advertisement. The company realizes that nothing takes the place of accurate, absolute and sufficient information and insists that each copywriter shall equip himself with information along certain specified lines before attempting to work up the advertising for any account. This means that the copy writers have to work hard and submit not only their final results, but their preliminary results and their preparation work to their superiors for O. K.

The book is most attractively gotten up, beautifully printed with a number of fine half tones, drawings, pencil sketches, etc. The samples of work done by the industrial division are very interesting. We note one advertisement prepared for the Elliott-Fisher Company, but every line of business of course is represented in the extensive work of the company in the preparation and placing of advertising.

Furniture Business Organized at Chicago

The S-P Furniture Sales Company has been established at 119-21 North Wells street, Chicago, Ill. The company will specialize on used furniture, carrying new items also. J. A. Preston, the active member of this business, has had an extended experience in the office furniture line. Of late he was with Harry Rodems, Wells street furniture dealer. Mr. Preston is well equipped to buy, recondition and sell used office furniture to that large class of customers which is able to use that class of equipment.

Corona Pen Company Moves

The Corona Pen Company, Janesville, Wis., has located on the first floor of the Skidd building. The former address was 14 East Milwaukee street.

PERMANENT PROFITS

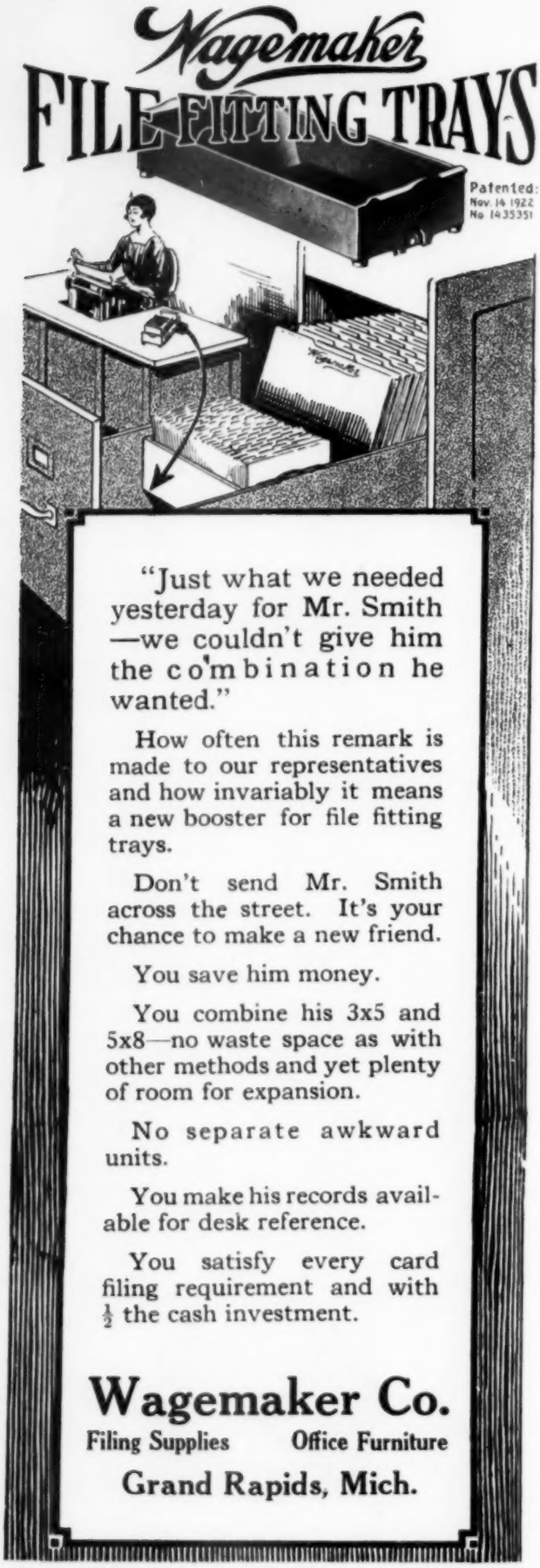
appeal to us just as much as to you. Any dealer likes to have good reliable merchandise that continues to attract favorable attention. And we, as manufacturers, like to feel that our dealers will continue to send us their orders.

ENGLEWOOD DESKS don't run to extremes in any direction except that we try to build as good a desk as possible in the volume grade and to hold strictly to that quality. This plan has resulted in lasting connections and friendly relations with our dealers.

We'll gladly tell you more about the line and submit our catalog.

ENGLEWOOD DESK COMPANY
58th and Lowe Avenue
Chicago

ENGLEWOOD Finished with DU PONT DUCO DESKS



Sperb Assistant Sales Manager for Woodstock

The Woodstock Typewriter Company announces the appointment of H. A. Sperb as assistant general sales manager in charge of the Pacific Coast business of the Woodstock Typewriter Company. Mr. Sperb visited the Woodstock headquarters early in March at which time matters of importance concerning the plans for Woodstock activities on the Pacific Coast were discussed.

Mr. Sperb is president of the Office Appliance Managers Association of San Francisco. He is also identified with

H. A. SPERB.

the International Optimists' Club, being district governor of the district comprising the Pacific Coast.

The Optimists' Club has a capital creed, from which we quote the following:

"To be so strong that nothing can disturb your peace of mind. To talk health, happiness and prosperity to every person you meet.

"To make all your friends feel that there is something in them.

"To look at the sunny side of everything and make your optimism come true.

"Think only of the best, to work only for the best and expect only the best.

"To be just as enthusiastic about the success of others as you are about your own.

"To forget the mistakes of the past and press on to the greater achievements of the future.

"To wear a cheerful countenance at all times and give every living creature you meet a smile.

"To give so much time to the improvement of yourself that you have no time to criticise others.

"To be too large for worry, too noble for anger, too strong for fear and too happy to permit the presence of trouble."

Heyer Duplicator Moves Plant to Larger Space

The Heyer Duplicator Company has moved its plant and offices to 911 West Jackson boulevard, telephone Haymarket 7522, Chicago, Ill. The company occupies the entire second floor at that address, and has expanded the space occupied. The plant and offices have been at 18 South Wells street, where the business was scattered on several floors. At the new address the company has been able to arrange its production facilities so that the operation of the plant is more convenient, enabling better service for customers.

A New Display Room for Leather Goods

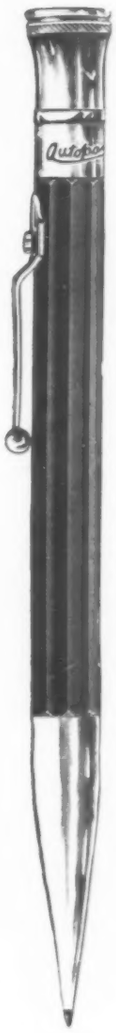
Frank Mashek & Company, 1914-16 Milwaukee avenue, Chicago, have just completed their new display room where every style and size of their products in the widest variety is on display. A cordial invitation is extended by the company to buyers to inspect the new offices.

Autopoint

"The Better Pencil"

MADE OF BAKELITE

HANDY CARTRIDGES OF LEADS AND ERASERS



A Strong Selling Point for Autopoint
A Big Profit Item for All Dealers

Feature Autopoint Cartridges of Leads along with Autopoint Pencils. Display them. Cash in on them.

They offer every degree of hardness or softness your customers want. A range of colors to suit every need. Attractive prices to sell at an attractive profit to you.

Handy Cartridge with 2 extra erasers and 12 leads, 15c

Autopoint Thick and Thin Leads are furnished in Black, Blue, Red, Green and Purple. Black leads are graded Soft, Medium and Hard *(specify the grade wanted when ordering)*. All colored leads are medium grade only.

BULK LEADS

No. 30 *Thin* Black Leads. 72 to a box, soft, medium or hard, 50c box

Carton containing dozen cartridges, each with 2 extra erasers, 12 leads; any colors, $1.80

The New Autopoint "Oversize"

1. *Cannot Jam.*
2. *Bakelite Barrel.*
3. *But 1 Moving Part.*

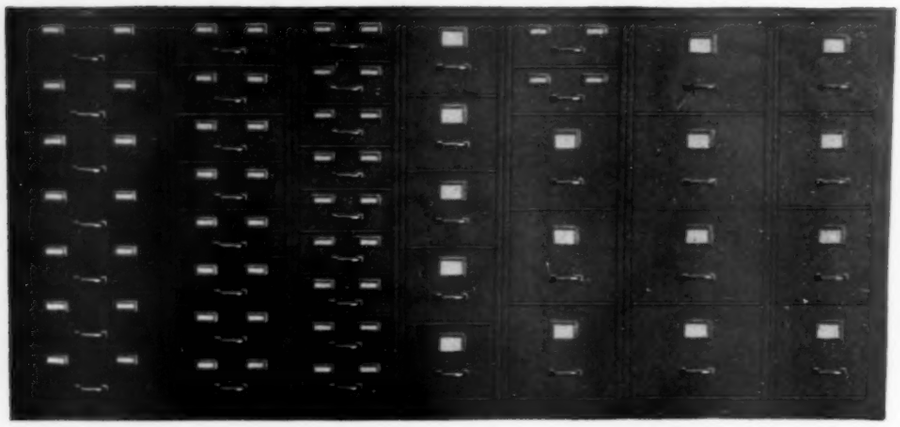
A Strong Steady Dollar Seller.

Order from your jobber—if he cannot supply you, send your order direct

AUTOPOINT COMPANY

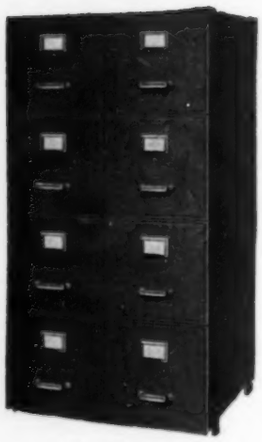
4619 Ravenswood Avenue, Chicago, Ill.

Steel Age



A group of units from our "800" Upright Line

FILING CABINETS



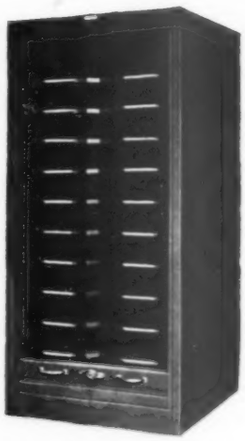
Transfer Cases

"STEEL AGE" filing cabinets incorporate high quality construction without the sacrifice of beauty. They are electro welded throughout, finely finished and the trim is of solid bronze in a brushed bronze finish.

The No. 800 UPRIGHT LINE includes units for filing correspondence, legal and billsize papers, documents, cards, checks, etc. There are also cupboards and roll curtain units for storage of supplies, etc., and housing of books and records.

Each unit is complete in itself and requires no detachable finished end panels.

We will be glad to send you our new "STEEL AGE" catalogue.



Curtain Cases containing Roller Shelves

Corry-Jamestown Mfg. Corp.

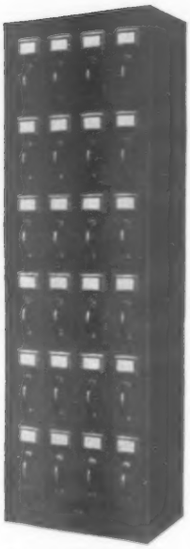
6 West Main Street, CORRY, PENN'A.

Cable Address
CORJAM

Steel Age

A few units of our "900" Counter Height Line

FILING CABINETS



Document File Cases

"STEEL AGE" units from our No. 900 COUNTER HEIGHT LINE provide facilities for filing correspondence, legal and billsize papers, cards, checks, documents, etc.

The construction is the same as in the No. 800 line; each unit being complete and requires no detachable finished end panels.

The units can be had with steel japanned tops or linoleum covered tops, whichever is preferred.

Corner fillers or units are available, providing the means of arranging the counter in a "Z" or right angle formation to meet such conditions.

Card Index Cases

Note Cases

Corry-Jamestown Mfg. Corp.

6 West Main Street, CORRY, PENN'A.

Cable Address
CORJAM

The Covered Wagon *is a "Back Number!"*

People now travel by train—or automobile—a sign of progress.

The writing habits of many of us are keeping pace. Our hands are clean. No untidy shavings on desks and floors. No "stubs"—too short for use. We have modernized our writing habits with

Scripto REG. U.S. PAT. OFF.

the pencil that is always sharp—never sharpened away.

At first Scripto was accepted but slowly. People and organizations were cautious. The precedent of fifty years was strong. But steadily it progressed in public favor until now it is in daily use in large numbers by Johnson & Johnson (Surgical Supplies), American Optical Company, Pennsylvania Rubber Company, Pacific Gas and Electric Company, Republic Iron and Steel Company, and many others.

Today—millions of Scriptos have modernized the writing habits of people and business the world over.

25¢

Scripto REG. U.S. PAT. OFF.

Smooth-writing LONG LEADS

will surprise you with their smoothness, strength and non-smearing qualities. And they are 5½ inches long. Scripto Black Leads are available in ten degrees—from very soft to very hard. There is a grade for every kind of writing—for checking—for drawing and designing—for accounting—for stenography—for general office work and for school use.

Scripto Colored Leads (for graphs, checking, drafting and many other purposes) may be had in Red, Blue, Green, Yellow and Purple (indelible). The purple is particularly good for salesmen's use, and wherever manifolding is desired.

Six 5½-inch Black Leads, or four 5½-inch Colored Leads packed in a convenient slide box—only 15 cents.

Scripto looks and feels like the old pencil to which you are accustomed—with the added advantages and sturdy construction of the perfect mechanical pencil. The barrel is of wood, with a fine lacquer finish, in black and five colors—to match the color of the leads. You will take to it naturally—because of its old familiar touch. Loads at the point with a 5½-inch lead. No waste—all of the lead is usable. And it is guaranteed against mechanical defects. You will say that the Scripto Pencil at 25 cents is worth far more than that, because it makes writing a pleasure.

For Sale by All Good Dealers

in the United States, Canada, and many foreign countries. Commercial Stationers everywhere are prepared to handle large quantity orders.

(Prices in Canada and foreign countries slightly higher than above mentioned.)

To Executives and Purchasing Agents of Banks, Railroads, Insurance, Manufacturing and other large companies:

Ask your stationer to show you the economy and efficiency of Scripto Pencils and Leads. If he hasn't them, write us for samples, prices, and the whole interesting story.

SCRIPTO MANUFACTURING CO.
Atlanta, Ga.
Export Department
19 W. 44th STREET NEW YORK, U.S.A.

If your dealer hasn't Scripto, here's a nice, roomy coupon for your use:

Scripto Mfg. Co., 140 N. Jackson St., Atlanta, Ga.

I enclose $1.00, for which you are to send me, postpaid, 3 Scripto Pencils (lacquered in Black, Red and Blue), with three boxes of Scripto 5½-inch leads—one each of these three colors.

Name.....

No. and Street.....

City..... State.....

Your customers who read this advertisement in

THE SATURDAY EVENING POST

May 7, 1927

will come to you for

Scripto REG. U.S. PAT. OFF.

PENCILS AND LEADS

Advertisements every four weeks in The Saturday Evening Post will increase the demand for Scripto Pencils and Leads. Be sure your stock is complete. Don't be "out" when the calls come.

If you've never carried Scripto, write now for samples and discounts.

SCRIPTO MFG. CO.
ATLANTA, GA., U. S. A.

(J. K. Gill's Portland Business Show.—Continued from page 40.)

connection with the radio broadcasting was the record of these talks made by J. E. Allen of the Dictaphone Company on one of his new model Dictaphones. These cylinders were kept in readiness at the business show and were repeated for many visitors, demonstrating not only the merits of the Dictaphone, but also the remarkable achievements possible from modern office devices.

The Addressograph booth, with J. F. Nagel in command, demonstrated to the Pacific Northwest for the first time the new Dupligraph machine which prints and fills in a letter all in one operation.

Ray Leslie, local manager of the American Multigraph Company, displayed some of his latest equipment in the Multigraph booth. His new machines accomplish the same result mentioned above in a slightly different way.

The Burroughs Adding Machine Company displayed a complete line of its extensive equipment and Mr. Stewart, the new local manager, was congratulated by many visitors upon the splendid appearance of his exhibit.

Holmes K. Ehrsam, manager of the combined Elliott-Fisher and Sundstrand agency in Portland, had one of the most active booths in the whole exhibition. Mr. Ehrsam has long been identified with the office appliance industry in the Northwest and his booth was a beehive of activity during the entire week.

The Underwood, Remington and L. C. Smith Typewriter Companies maintained capital exhibits, presided over by Messrs. Rebholtz, Post and Winship. All three of these exhibitors expressed themselves as very well pleased with the undertaking, not only with this particular show, but with the idea of holding private business shows in cities where the large national shows are not practicable.

The Dalton Adding Machine Company had a particularly effective booth and its three managers, Messrs. Staum, Collin and Ostenson, were kept busy all week making demonstrations.

Roy S. Searle, Portland manager of the Brooks Visualizers and the Speedograph, kept things moving in his booth at a lively rate.

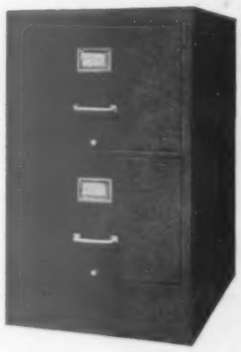
W. E. Finzer, showing the Mimeograph, Elliott Addressing machine and Standard Mailing machine, created a great deal of special interest by publishing a daily paper, called "The Loud Speaker." Mr. Finzer was not without competition, however, as Ray Leslie, manager of the Multigraph Company, published a competing journal, known as "The Gill Net."

The Selectophone and Line-a-Time were demonstrated by Elwood Carpenter in his booth and the products of the Pacific Manifolding Book Company, as well as those of the McKee Sales Book Company, were given effective representation by their respective managers, G. L. Shearer and G. R. Bennett.

Richard Farrington, Portland manager of the Ediphone Company, had a complete line of all his machines and added considerable color to the show by constantly playing the Edison record, "Say It to the Ediphone." His friendly competitor, J. E. Allen, had his booth at an opposite corner of the exposition, where he made interesting demonstrations of the Dictaphone.

Finally, the J. K. Gill Company, as sponsors of the show, had a large booth in which they demonstrated the complete line of Globe-Wernicke files, the Globe Visible Index System, the Rotary Neostyle, the Parris Changeable Signs and also a complete suite of the famous commercial furniture, featuring a Lincoln desk.

Business shows have been held all over the country, both the huge national shows and tiny shows, hardly worthy of the name, but the second annual Office Appliance Exposi-



Desk Height Files

Do you know that Columbia makes desk height files in large variety?

There are two drawer letter and legal sizes. There are plain shelf and roller shelf cabinets. There are standard combinations for index cards and correspondence. Besides, many inserts make possible any desired arrangement.

These desk height files are identical in quality and construction to Columbia standard height files. They are offered with or without an automatic lock, and in olive green, mahogany, walnut or oak. Linoleum tops are available.

A request will bring you a catalog and price list, both including the desk height line.

Columbia Steel Equipment Co.

Office and Showroom
1735 Chestnut Street

M. C. Box 2130
Philadelphia, Pa.

COLUMBIA

A FULL LINE OF STEEL OFFICE EQUIPMENT

GUNN LINO DESKS AND TABLES

TRADEMARK REG.

A Better Service For Desk Users *exclusively GUNN*

Made in Grand Rapids

Help your trade to get the best results from their staff. Sell them the unexcelled service of GUNN LINO. These distinctive desks do more than enhance the office interior. They promote accurate vision and add to the user's comfort.

It Isn't a
LINO
Unless It's a
GUNN

The Gunn Furniture Co.
GRAND RAPIDS, MICHIGAN
Branch Offices and Salesrooms

11 East 36th St., New York City
1027 So. Broadway, Los Angeles
109 Stevenson St., San Francisco

tion at Gill's sounded a new note in business expositions for medium-sized cities. It was a co-operative venture, put on in the interests of better business and a venture in which every man interested carried a part of the burden. Co-operation reached a high peak of perfection during the week. It was a case of many heads being better than one, when properly directed. The co-operative advertising, the radio talks, the assembling of booths, the discipline in having the booths properly attended and all other features so vital to the successful issue of a business show were handled with dispatch, and the results were, in the minds of everyone, tremendously worth while.

Portland and the J. K. Gill Company, as sponsors of the second annual Office Appliance Exposition, will be looking over the country with interest to see whether or not other cities do not catch the spirit that has emanated from the Northwest in this connection. It was the thought that Portland, alhough not large enough to be entitled to a large national business show, still needed some sort of an appliance exhibition that made the second annual Office Appliance Exposition possible.

The advertisements which were run in Portland newspapers prior to the show were fine examples of copy for the purpose intended. They presented their arguments forcefully and were capital examples of typography. They varied in size. Some were 3½ inches, single column, others were 5 inches, double column, the series culminating in a 5-column, 14-inch display invitation to readers to attend the second annual Office Appliance Exposition. These advertisements were prepared by Honig-Cooper Company, advertising agents of Portland, Oregon.

Washington Firm in New Quarters

The E. M. Bryan Company, stationers, formerly located at 809 Thirteenth street, N. W., moved about a month ago into their own building at 813 Thirteenth street, N. W. The new building is a three-story structure, well adapted to the purposes of a stationery store. The company now has its several departments all under one roof, including its printing and engraving department. The quarters are newer, larger and better.

The new building of the company was designed for the uses of a retail establishment. Its three floors have good front and rear light, with daylight also on one side, which abuts on an alley. The building is relatively long in proportion to its width and is well suited to the requirements of the office equipment business as well as to job printing and other mechanical departments.

The building is of red brick with gray stone trimming.

Royal Standard Keeps Up the Lick

The Royal Standard for April is keeping up the pace set by previous numbers, in fact, it has, we believe, accelerated the pace a little. It is one of the best printed house organs which come to us and both intelligence and money are evidently used in getting it out. The illustrations are most attractive and the typographical work is exceptionally good. It is full of interesting news from the different Royal offices and should be a welcome visitor to the desk of every Royal man.

A Drive on Adhesives

Charles M. Higgins & Company, 271 Ninth street, Brooklyn, N. Y., are out with some interesting announcements of adhesives for every purpose. These adhesives are in handsome packages. The announcements emphasize the Higgins Improved Taurine, Higgins drawing board and library paste, Higgins office paste, Higgins photo mounter and Higgins vegetable glue.

FiberstoK Concentration Means Dealer Profit!

By concentration on the FiberstoK line of Red Rope Products the dealer avoids duplication with other lines. He is able to satisfy all consumer demands with less stock to take up valuable shelf room.

In addition, he is tying up to and featuring a line that is the acknowledged leader in its field. FiberstoK Products are known to the consumer before he enters the store because of heavy national advertising. Sales effort is thereby cut to a minimum.

The FiberstoK line is a quality line which has a rapid turnover and affords a steady volume of profit. In addition to the profit advantages of FiberstoK is the natural instinct of pride in carrying only the best. Every wise dealer would rather sell the leader than a line "just-as-good."

FiberstoK discounts are in line, quality is superior, advertising heavier and sales faster! For these reasons the better class dealers everywhere are concentrating on FiberstoK.

FiberstoK
RED

Bank Book Covers
Expanding & Flat Envelopes
Expanding & Flat Envelopes ("Congress Tie")
Expanding Files & File Pockets
Flat Files & File Pockets
Folders for Vertical Filing, Flat & Expanding
Legal Envelopes
Mailing Envelopes, Flat & Expanding
Partition Envelopes
Photo Mailing Envelopes
Pocket Files
Stamp Holder Files

National FiberstoK Envelope Co.
429-447 Moyer St. Philadelphia, Pa.
New York Office: 150 Nassau Street

MYRTLE

A Profitable Answer to Popular Demand

Anyone, perhaps, could meet the popular demand for period desks, but it took Myrtle to answer with quality to attract, price to move and profit to make it worth while.

For the new 2100 Series is an outstanding achievement in design, construction and finish. Fashioned on sturdy lines, yet turned with deft grace, its veneered walnut surfaces impart a richness difficult to reconcile with the moderate price.

Our suggestion is that you write or wire at once for description and prices. The demand for this 2100 Series is really remarkable and we are obliged to handle all orders in the rotation received.

MYRTLE DESKS Built for Big Business HIGH POINT NORTH CAROLINA

BUILT FOR BIG BUSINESS

MYRTLE DESK CO.
HIGH POINT, N.C.

MYRTLE DESKS Built for Big Business HIGH POINT NORTH CAROLINA

An Important Contest

Remington Rand, Inc., have staged a Greater Unity Contest. This contest began April 1 and will continue up to July 1, 1927. It is the first cooperative gesture of the new associates in Remington Rand. In this contest, Remington Rand, Kardex, Dalton and Baker-Vawter men will join hands in a spirit of cooperation for greater service to business and greater earnings.

The purpose of the contest is to open the door for close cooperation between the offices of all the affiliated companies. It was organized as an incentive to the men of the several sales organizations to get acquainted and work in close harmony for greater service to business, greater sales volume and greater earnings. The smaller immediate aim is to provide a suitable reward for the managers and men who constitute the various divisions, to prove the establishment of this cooperative effort in winning supremacy over the area against which they compete. This contest and the method of prize awards is fully described in a circular sent out by Remington Rand, Inc., entitled, "Greater Unity Contest."

Another Important Contest

The Red Seal Sales Contest, the winners of which will be given a free trip to Europe by the Remington Typewriter Company, is on the way and events are warming up nicely. In the April issue of the Remington Broadcaster, pictures of the twelve leading managers in the contest were given as of March 31. The men who were in the lead on March 31 include A. A. Fraser, New York; G. L. Hamilton, Pittsburgh; G. S. Roberts, Chicago; J. L. Seelman, Albany; R. A. Hunter, Chicago; H. A. Tracy, Minneapolis; C. A. Thompson, New Haven; J. M. Hughes, Pittsburgh; O. A McMahon, Cincinnati; J. R. Shepard, Philadelphia; G. L. Sholes, New Haven; J. B. Tourbert, Albany.

In addition to a trip to Europe, cash prizes will also be given.

Booklet Describes Loose Leaf Devices

A small vest pocket booklet has been issued by the Stationers Loose Leaf Company of Chicago, Milwaukee and New York. This little book shows the Flexipost binder in its various applications. Its mechanism is explained and emphasis is laid upon its sturdiness and its happy faculty of lying flat when closed so that one book may be stacked upon another, thus economizing storage space.

The company will be glad to send any information regarding this specialty on application.

A Word About Jasper Desks and Chairs

John W. Messimore, Chicago representative of the Jasper Desk Company and the Jasper Chair Company, both of Jasper, Ind., is well pleased with the business which is being done in the products of these two concerns.

The new Arco lacquer finish on the desks and chairs adds much to their appearance.

The Jasper Chair Company has recently brought out a fine line of chairs known as the Bank of England style. These are achieving no little popularity.

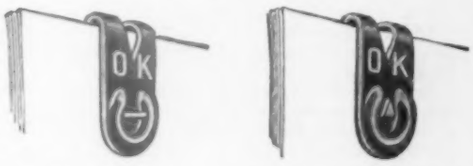
Desk Company Moves

The City Desk Company, located at 816 Huron road, Cleveland, will move on May 1 to 14 Public Square. The reason of the move is that the new location is of a better character from every business standpoint. The new store is situated in the Hotel Cleveland building, and adjoins the magnificent station on the Square now being built by the Van Sweringens. The officers of the City Desk Company are: Grover J. Daley, president; Walter P. Johnson, treasurer, and L. B. Mead vice president.—A. E. D.

Mr. Stationer Have You Seen

Washburne's
New Improved
"O. K." PAPER FASTENER

a two in one fastener for temporary or permanent use.



For use temporarily *For use permanently*

No other fastener of this type on the market has this patented feature.

One Insurance Company uses over 9,000,000 "O. K." fasteners each year; several wholesalers sell 25,000,000 a year. There are big profits in this product for you, get behind it.

National Magazines, Trade Papers, Car Cards, etc., are carrying our advertising to many millions of people each day; this advertising is going to help you sell, all that we ask is that you keep well stocked.

Write for prices in lots of 1,000 to 1,000,000

The O. K. Manufacturing Co.
Oswego, N. Y.

This Fastener is protected by the following Patent Dates:

June 23, 1903
Aug. 28, 1917
Aug. 28, 1923
Aug. 24, 1926

The Clip with Bull Dog Grip

OK PAPER FASTENERS

OK PAPER FASTENERS

HOTCHKISS

Model 1—The standard universal Hotchkiss Paper Fastener. Used wherever papers must be fastened together. Binds up to 25 sheets. Guaranteed non-clogging with Hotchkiss Staples.

UP-TO-DATE-NESS

With A Reputation Back Of It

FOR over 30 years Hotchkiss has been known the world over as the leading manufacturer of paper fastening devices. Hotchkiss has been constantly challenged—never equalled.

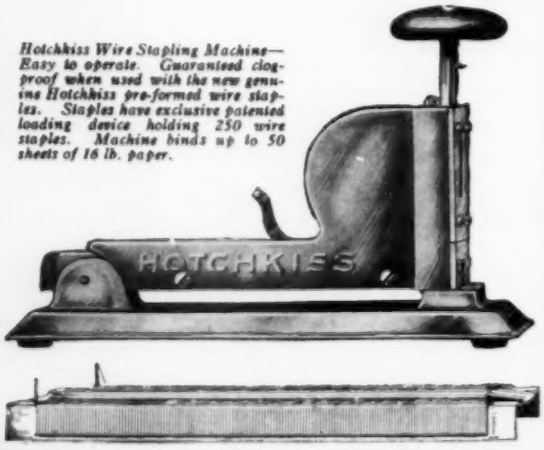
You know the name—you know the products. Scarcely a business man anywhere fails to recognize them. The result is that Hotchkiss machines and Hotchkiss staples are EASY TO SELL.

And now Hotchkiss has pioneered again. With a line already meeting the requirements of every business need Hotchkiss has perfected a new Wire Stapling Machine to meet a definite demand. Your customers can now have a Wire Stapler backed by the Hotchkiss reputation—the last word in paper fastening with the first manufacturer's name on its guarantee—up-to-date-ness with stability.

You can sell Hotchkiss Paper Fasteners as you can sell no others. If you are not already doing so write us.

THE HOTCHKISS SALES COMPANY
Norwalk Connecticut

Hotchkiss Wire Stapling Machine—Easy to operate. Guaranteed clog-proof when used with the new genuine Hotchkiss pre-formed wire staples. Staples have exclusive patented loading device holding 250 wire staples. Machine binds up to 50 sheets of 16 lb. paper.



STAPLING MACHINES

Grubbs Heads Mechanical Division of Remington Rand, Inc.

Harry C. Grubbs of the official staff of the Dalton Adding Machine Company has been appointed general sales manager of the mechanical division of Remington Rand, Inc. He will, therefore, have general supervision over not only Dalton adding machines, but Remington typewriters, accounting machines, American writing machine products and Powers tabulating machines.

Mr. Grubbs' experience with the Dalton organization

HARRY C. GRUBBS.

covers a period of more than twenty years. He rose from the bottom to the top in the service. For the time being Mr. Grubbs' headquarters will be in Norwood, Cincinnati, but he expects soon to remove his offices to New York City.

Big Advertising Campaign on Watermarked Manifold Paper

The Featherweight Paper Company of New York, N. Y., makers and distributors of light-weight papers, are producing a high-grade rag content manifold sheet, watermarked from a steel dandee roll. It is said that this feat took a great deal of experimenting and months of tests. A special staff of investigators interviewed stationers as to the question of marketing the product at a medium price. General approval of the idea has caused the company to go into the production of this style of paper rather heavily and to advertise it extensively. It is really a newer light weight onionskin paper slightly higher in price than cheap manifold, but with a quality which is said to set it apart from many manifolding papers.

The results of one year's work were so satisfactory that the paper has been adopted as a regular part of the line. The company has retained the services of J. Dresner, a well known advertising and merchandising counsellor, to promote the sale of this paper through dealer and consumer advertising.

Important Window Display Contest

The second annual Globe-Wernicke display contest for a prize of $200 in cash to be distributed among merchants who prepare what the judges deem to be the best merchandising window display, terminated on April 23, having started just a week previously. The contest was conducted in conjunction with Globe-Wernicke Week.

The prize was offered by Globe-Wernicke "Doings," the excellent house publication of The Globe-Wernicke Company, and was divided as follows: first prize, $100; second prize, $50; third prize, $35; fourth prize, $15.

Announcement of the results of this contest will appear in the June issue of Office Appliances.

OFFICE Security STEEL SAFES

Selling the New Complete Line of Fifteen "SECURITY" Steel Office Safes is Easy

With the "SECURITY" Steel Selling Plan that Sells Safes for the Dealer

Finding the Prospect—We have now ready for mailing an attractive direct-by-mail circular in color, on which we will place your own imprint. This circular will create a user demand and secure inquiries for you.

Determining the Customer's Need—"SECURITY" advertising matter instructs the salesman in making a survey of the prospective customer's business to determine the best protection against fire for every business record.

The Value of Protection—"Proofs that Convince" is an eight page testimonial booklet that depicts the dangers of fire and proves the value of protection.

Clinching the Sale—We have on hand ready for immediate shipment a quantity of Underwriters' A and B Label Safes, Standard "SECURITY" Office Safes and small Keystone Safes, all of which are priced right consistent with their protective value.

Write today for the "SECURITY" Steel Safe Sales Campaign.

STEEL EQUIPMENT CORPORATION

AVENEL, NEW JERSEY

NEW YORK, N. Y. NEWARK, N. J. BOSTON, MASS.
PITTSBURGH, PA. CHICAGO, ILL.

Makers of the full line of Security Steel Office Furniture

OFFICE Security STEEL SAFES

McCarthy
INSERTING & SEALING MACHINE

The McCarthy Inserting and Sealing Machine, illustrated above, fills the long-felt need to make your mailing equipment complete.

The machine fills envelopes at the rate of 3000 an hour whether one, two, three or more enclosures are used. It takes post cards, booklets, circulars and uses any size envelope up to No. 10.

This sturdy little machine has stood rigid tests and is now ready to go out and be placed besides your other mailing equipment. A machine that combines your most difficult operation with your easiest — INSERTING AND SEALING.

McCarthy Inserting & Sealing Machine Co., Inc.
HOME OFFICE
145 Lafayette St., New York City
Western Office: Chicago, Ills.

Machine Accounting Users Form Society

Representatives of several large industries of Boston have formed an association of users of machine accounting methods. The preliminary meeting included executives interested in automatic accounting machines and card punching and interpreting machines. The plan is to collect and disseminate information on automatic accounting. It is contemplated to establish a Circulating library on the society's field. Those present at the organization meeting were: W. S. DeMaris (New England Confectionery Company); H. B. Dickerson (Morgan's Furniture Company); W. C. Dixon (Gillette Safety Razor Company); T. W. Towsley (R. H. White Company); E. R. Sullivan (Houghton & Dutton's); W. W. Robinson (R. H. White Company); G. A. Pierce (Filene's); L. J. Angus (Rand-Kardex Company); R. J. Sinnott (United Drug Company); J. O. Omdahl (United Drug Company); F. H. Rice (Tabulating Machine Company); R. G. Tompkins (Powers Accounting Machine Company); Prof. L. F. Woodruff (Massachusetts Institute Technology); Edward Rogal (Morgan's, Inc.).

Springfield Business Under New Management

The Jefferson Printing Company, Springfield, Ill., has been purchased by Paul L. James, who had been manager of the Hartmann Printing Company the past eleven years. The Jefferson family has retired from the printing and stationery business.

No immediate changes are contemplated by the new owner, except to make the name more inclusive by changing it to the Jefferson Printing & Stationery Company. The Jefferson Printing Company was one of the oldest printing and office supply concerns in Springfield. A full line of steel and wood office furniture is carried, and all the smaller office appliances. The mechanical plant is equipped for high class printing, engraving and binding. Mr. James will continue to serve a wide territory, as the patronage of the business embraces more than the local Springfield field.

Drive Away by E., C. & P. Salesmen

With few exceptions salesmen of the Eaton, Crane & Pike Company, Pittsfield, Mass., use motor cars to cover their territories. April 8 twelve traveling representatives of the company met at Racine, Wis., and drove twelve Nash sedan cars to the Chicago warehouse, 363 West Erie street. There they were equipped with sample lines, and left for their respective territories in Division No. 2. These gentlemen, and their respective territories, are: G. L. Sanderson, Ohio and Pennsylvania; Don W. Gimlich, Ohio and West Virginia; E. K. Watkins, Indiana and Kentucky; W. D. Rains, Ohio and Kentucky; Chas. L. Miller, Iowa; Chas. B. Shannon, Michigan; Wm. F. Cromwell, Missouri; W. J. Lane, Wisconsin; P. H. Dwyer, Illinois; F. L. Hopkins, Minnesota; Ford T. Hodson, Michigan and Indiana; J. J. Lumsden, Illinois.

Stationers' Loose Leaf at New Chicago Address

The Stationers' Loose Leaf Company, Milwaukee, Wis., has located its Chicago branch at Room 1707, 208 West Washington street. This is in the Morton building, a new structure on the edge of the Chicago loop. It is close to stations on the elevated lines, has access to a number of street car lines, and is near both the Northwestern and Union railway stations.

E. E. Blick, the Chicago manager, is proud of his new business home, and invites dealers of Chicago—as well as out of town stationers while in the city—to avail themselves of the facilities of the new office. The former Chicago location of the Stationers' Loose Leaf Company was at 23 North Franklin street.

No. 9560

For the LEADING *dealer in office furniture.*

—or for the dealer who is going to lead

Selection of merchandise is no task for snap decisions; true enough, a good salesman can sell anything but he can make money and build up his prestige only on articles that bring satisfaction and good will.

If you plan to go far in selling office furniture, you'll study your desk lines with especial care. There are especial reasons why you should know about HOOSIER DESKS. Beginning many years ago with one good desk—the best at its price—we have advanced steadily toward our ideal: the best desks that money can buy, at each price level.

Three complete lines in oak, mahogany and walnut finish, all of the same standard construction and covering the needs of the average office, afford great opportunities to the growing dealer and his salesmen. More information in our new No. 27 catalog, awaits your attention.

Hoosier Desk Co.
JASPER, INDIANA

No. 9860

Van Dorn
MASTERCRAFTSMANSHIP IN STEEL
Standard
and
Executive
Lines of files

NEVER before have office equipment dealers been offered a moderate priced line of files as complete in numbers and as high in quality as this new Van Dorn Line. In every design and construction feature it is truly the standard line of the metal furniture industry.

Made of the highest grade metal furniture steel, finished with the most permanent of baked-on enamels, welded throughout, equipped with a ten-roller suspension and newly designed spun bronze, satin finish hardware, and finished in standard green, mahogany or walnut, it embodies all the features of the highest grade file lines—at a price that will make it the fastest selling line on the market today.

Dealers everywhere will want to stock this line. Its high quality appearance will create an instant desire to buy—the price will close the sale. Write at once—today—for complete information.

THE new Van Dorn executive file is the finest file that can be produced. Designed and constructed to take its place beside the most beautiful of office furniture, it has every appearance of the highest quality cabinet work obtainable.

Only the choicest of wood panels—crotch, burl and straight grained walnuts; rich, deep red mahoganys and other fine woods—are used for reproduction purposes. Or, if desired, plain colors may be had. A deep finish that is obtained by hand-rubbing and repeated applications of the highest quality finishing materials gives to the cabinet a rich beauty and warmth of feeling not found in any other file. Cast bronze hardware adds the final touch of real executive quality.

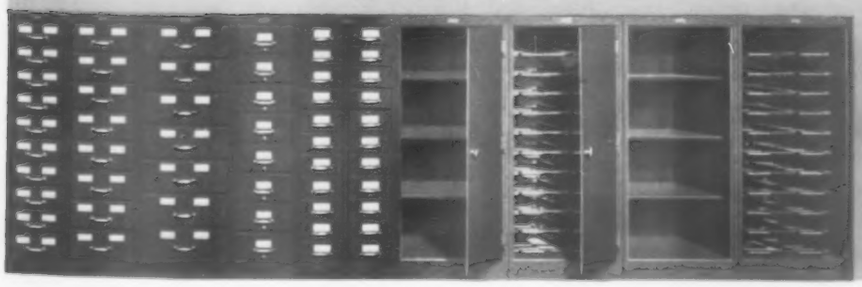
These files are made only in letter, cap and cupboard styles. Further information concerning them will be gladly sent at your request.

THE VAN DORN IRON WORKS COMPANY
2685 East 79th St., Cleveland, Ohio
Branches: New York, Chicago, Cleveland, Boston, Pittsburg, Philadelphia, Washington
Agencies in all principal cities.

The Mastercraftsman

Announces

New improvements in shelving that will greatly extend its field of use—in the June issue.



Why it pays to stock KAMARGO

KAMARGO is **right** for reproducing machine work. Absorbent enough to dry ink instantly. Hard enough to take sharp, clean-cut impressions. Can be run off, without slipsheeting, as fast as the machine will go. **Saves time.**

Kamargo is **attractive.** Clear, clean in color. Substantial in "feel."

Kamargo is **uniform.** Every sheet like the last. **Holds** the trade. Repeats steadiiy.

Kamargo is **advertised.** Its good qualities made known to many buyers in business.

And the price is right.

4 colors and white. Two weights—substance 16 and 20.

Sample sheets will be furnished by any of the distributors listed.

Where to Buy

KAMARGO

WATERMARKED

The Paper for Reproducing Machines

Kamargo (Watermarked) is regularly carried in stock by the paper wholesalers listed below

Baltimore, Md.,	Dobler & Mudge
Baltimore, Md.,	Whitaker Paper Company
Boston, Mass.,	Cook-Vivian Company
Boston, Mass.,	Storrs & Bement Company
Buffalo, N. Y.,	The Alling & Cory Company
Chicago, Ill.,	Empire Paper Company
Cleveland, Ohio,	The Central Ohio Paper Company
Columbus, Ohio,	The Central Ohio Paper Company
Dallas, Texas,	E. C. Palmer & Company
Denver, Colo.,	The Carter Rice & Carpenter Paper Co.
Detroit, Mich.,	Beecher, Peck & Lewis
Elmira, N. Y.	Horwitz Brothers
Grand Rapids, Mich.,	Quimby-Kain Paper Company
Hagerstown, Md.,	Antietam Paper Company
Hartford, Conn.,	Rourke-Eno Paper Cmpany
Houston, Texas,	E. C. Palmer & Company
Houston, Texas,	The Paper Supply Company
Indianapolis, Ind.,	Crescent Paper Company
Los Angeles, Calif.,	Blake, Moffit & Towne
Louisville, Ky.,	Louisville Paper Company
Lynchburg, Va.,	Caskie-Dillard Company, Inc.
Memphis, Tenn.,	Tayloe Paper Company
Milwaukee, Wisc.,	The E. A. Bouer Company
Montreal, P. Q.,	W. V. Dawson, Limited
New Orleans, La.,	E. C. Palmer & Company
New York City,	Conrow Brothers
New York City,	Lasher & Lathrop, Inc.
New York City,	Henry Lindenmeyr & Sons
New York City,	J. E. Linde Paper Company
Philadelphia, Pa.,	Chas. Beck Company
Philadelphia, Pa.,	The Thomas W. Price Company
Pittsburgh, Pa.,	The Alling & Cory Company
Providence, R. I.,	R. L. Greene Paper Company
Richmond, Va.,	Richmond Paper Company
Rochester, N. Y.,	The Alling & Cory Company
St. Louis, Mo.,	Acme Paper Company
San Antonio, Texas,	San Antonio Paper Company
San Francisco, Cal.	Blake, Moffit & Towne
Scranton, Pa.,	Megargee Brothers
Spokane, Wash.	Spokane Paper & Stationery Co.
Syracuse, N. Y.,	J. & F. B. Garret Company
Toledo, Ohio,	The Central Ohio Paper Company
Troy, N. Y.,	Troy Paper Corporation
Washington, D. C.,	R. P., Andrews Paper Company

EXPORT AND FOREIGN

Philippine Islands, J. P. Heilbronn Co., Manila

New Zealand, India, Australia, Java, Africa, Singapore, Japan, American Paper Exports, Inc., New York City

Latin America, National Paper & Type Co., New York City

China, Mustard & Company, Inc., Shanghai.

The distributor nearest you can serve you to maintain your stocks at the most profitable level—the level at which you turn your investment over most frequently, without missed sales.

KAMARGO MILLS

Knowlton Brothers—Founded 1808

WATERTOWN, N. Y.

Oregon Stationer Loses $150,000 in Fire

Bushong & Company, 91 Park street, Portland, Ore., was visited by a disastrous fire March 31 which caused a loss of about $150,000. The company secured temporary space at 78 West Park street, and resumed service to its customers. In addition to doing a commercial stationery and office equipment business Bushong & Company operates a print shop.

The fire appears to have started on the second floor, and burned upward, ravaging the second, third and fourth floors. It was discovered at about 3:30 a. m., and called out thirty fire companies, which worked an hour.

This business was established by C. H. Crocker, son of H. S. Crocker, San Francisco, in the '70's. In 1879 Lewis & Dryden purchased the business; in 1879 it was incorporated as Bushong & Company. The officers are: Milton Markewitz, president; R. Goldsmith, vice president; Barney May, secretary; Mrs. L. M. Irwin, treasurer.

BRANCH OFFICE STAFF OF THE BERGER MANUFACTURING COMPANY AT CHICAGO, ILL.—This Depicts the Entire Complement of Young Ladies, the Bookkeeper and Clerks; the Gentleman with the Cap, in the Background, Is the Head Shipping Clerk. A. C. McGee, the Branch Manager, Is at the Right End of the Group. At the Extreme Left Is C. E. Howes, Manager of the Equipment Division. No Salesmen Appear in the Picture, with the Exception of the Branch Manager and the Equipment Division Manager. Approximately Twenty-one Salesmen Comprise the Sales Staff.

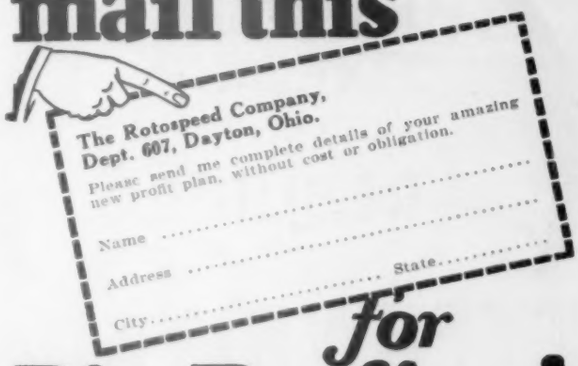
Benbough Opens New Building at San Diego

The new store of H. L. Benbough, Fourth and B streets, San Diego, Calif., was opened to the public a short time ago. The office equipment division occupies the entire sixth floor, 100x100 feet. Grover C. Stout, the manager of this division, has grouped his displays according to lines, as well as a series of representative office arrangements, enabling the prospect to picture his various departments as equipped with new furniture. Window display space on the main floor is used to show model office arrangements, frequent changes being made so that the man on the street will appreciate the diversity of the Benbough lines and their suitability to his needs. The new building cost about $500,000.

Hart Holding Sales Conferences for Sheaffer

A series of sales conferences will be held by the W. A. Sheaffer Pen Company at various points during May and early in June. C. K. Hart, advertising manager, will meet with dealers, prospects and salesmen at Des Moines, Minneapolis, St. Paul, Columbus, Nashville, Louisville, Birmingham, Atlanta, Memphis and St. Louis.

Just sign and mail this



For Big Profits!

Here's a brand new, golden profit opportunity for you and we say grab it. Here's just the proposition you've been looking for. The new Rotospeed Agency Plan is the greatest ever presented to dealers. We offer you a long term franchise. We grant you protected territory and protect you from cut-throat competition. We allow generous discounts, and, best of all, we give you the fullest merchandising cooperation.

Profits Start at Once

You can immediately work up a fine business with our brand new line of duplicating supplies—inks, stencils, paper, etc. Rotospeed has been advertised for years. Everyone knows about it. Thousands are in use today. Hundreds right around your locality. Our supplies are so efficient—so satisfactory—that customers will order and re-order, time after time, and that's why you'll find it easy to build up a big list of customers who will repeat often and bring you big, steady profits.

Rotospeed NO-WAX Stencil ends all duplicating trouble. Practically indestructible. Can be folded and crumpled without injury and may be filed away for future use, over and over again.

Amazing New Plan

Rotospeed is a stencil duplicating machine that reproduces anything that can be handwritten, typewritten, drawn or ruled—without type or cuts. Prints thousands of copies from a single stencil. Saves time, work, money and worry. So simple anyone can operate—a turn of the crank prints a complete copy and stacks it neatly. Nothing to get out of order or require service. Despite its many advantages, the Rotospeed is priced low for quick sale.

This is YOUR chance

Rotospeed prints perfect copies of anything that can be handwritten, typewritten, drawn or ruled — without type or cuts. Handles sizes from 3"x5"to8"x16". Simply and easily operated.

This is your opportunity to install a duplicating department in your store on a profit-making basis. Here's your chance to represent a well-known, advertised Duplicating Machine and a line of unsurpassed supplies. This is your opportunity to join up with a reliable established manufacturer who will guard your interest as zealously as his own.

ACT QUICK!

If large profits and a minimum of servicing appeal to you—if you want to build up a profitable new department in your store—if you would be interested in the money-making possibilities of our amazing new Agency Plan, send us the above coupon. Full details will be mailed you without cost or obligation. Mail the coupon today!

The Rotospeed Co., Dept. 607 Dayton. Ohio

ROTOSPEED STENCIL DUPLICATOR

ROUGH
FIXED-UP
AND
REBUILT
TYPEWRITERS
Ribbons—Carbon Paper
PARTS
RUBBER
COVERS
Ask about
NORTA
The New Plastic Type Cleaner
24-HOUR
SERVICE
on
PLATENS
AMERICAN
WRITING MACHINE CO.
449-455 Central Avenue
NEWARK, N. J.
And 10 Principal Cities
Established 1880

May a Busy Month for Export Men

Americans interested in the development and perfection of export trade will find May a big month. The Chamber of Commerce of the United States, the Pan-American Commercial Conference and the National Foreign Trade Council will meet that month.

President Coolidge and Secretary Hoover are included in a distinguished list of speakers before the fifteenth annual meeting of the Chamber of Commerce of the United States at Washington, D. C., May 2-5. The third Pan-American Commercial Conference will be in session at that time, and a joint luncheon with the national chamber will be held May 4. The fourteenth National Foreign Trade Council will meet at Detroit May 25-27.

The national gathering of business leaders from all parts of the United States at Washington has been called for the purpose of discussing the important economic changes that have taken place in the business life of the nation during the past few years. The discussions will center around the major topic, "The New Business Era."

President Coolidge's talk will be delivered before a joint meeting of the National Chamber and the Pan-American Commercial Conference. The latter conference will be attended by representatives from the Latin-American countries and will be held in Washington during the week of the meeting of the National chamber.

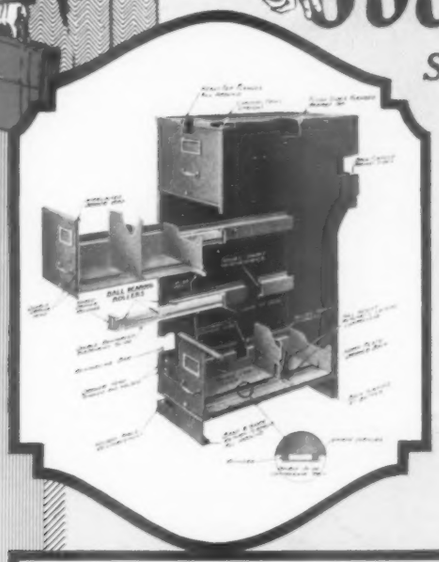
Speakers at Commerce Chamber Meeting

The list of speakers includes the names of business men prominent in practically all lines of industry, finance and commerce. Among the speakers will be: John W. O'Leary, president of the National chamber; Silas H. Strawn, Chicago; John Lawrence, Lawrence & Company, Boston; Victor Cutler, president United Fruit Company, Boston; Walter Parker, New Orleans; R. E. M. Cowie, president American Railway Express Company, New York; Paul T. Cherington, manager research department, J. Walter Thompson Company, New York; L. D. H. Weld, H. K. McCann Company (formerly head research department, Swift & Company); Hugh R. Pomeroy, secretary Regional Planning Commission, Los Angeles, Calif.; Harvey W. Corbett, architect, New York; Major Henry W. Curran, New York City; H. A. Smith, president National Fire Insurance Company, Hartford; Doctor S. S. Huebner, professor of insurance, University of Pennsylvania, Philadelphia; C. A. Ludlum, vice president, Home Insurance Company, New York; James S. Kemper, president National Retailer's Mutual Insurance Company; F. Highland Burns, president, Maryland Casualty Company, Baltimore; Leroy A. Lincoln, general counsel, Metropolitan Life Insurance Company, New York; Dwight B. Heard, president Dwight B. Heard Investment Company, Phoenix; Charles W. Lonsdale, president Simonds-Shields-Lonsdale Grain Company, Kansas City; Theodore F. Whitmarsh, president Francis H. Leggett & Company, New York; Fred I. Kent, vice president Bankers Trust Company, New York; Henry D. Sharp, president Brown & Sharpe Manufacturing Company, Providence; A. J. Brosseau, president Mack Trucks, Inc., New York; Milton E. Marcuse, president Bedford Pulp & Paper Company, Richmond; A. L. Humphrey, president Westinghouse Air Brake Company, Pittsburgh.

"In many respects," says a statement issued by the chamber, "the meeting will be one of the most important ever held by the chamber. American business sweeping forward under the play of new economic forces finds it more necessary than ever to look into the future. What do changes that are taking place foretoken? How sharp is the break from the conditions before the war? In what direction are we headed? Are we approaching ever more important readjustments than we have seen in the recent past?

A Sales Incentive

The New BERLOY "800" Series



Standard Ball Bearing Files

Your first inspection of this latest Berloy achievement will convince you that a new sales incentive has been placed before your organization.

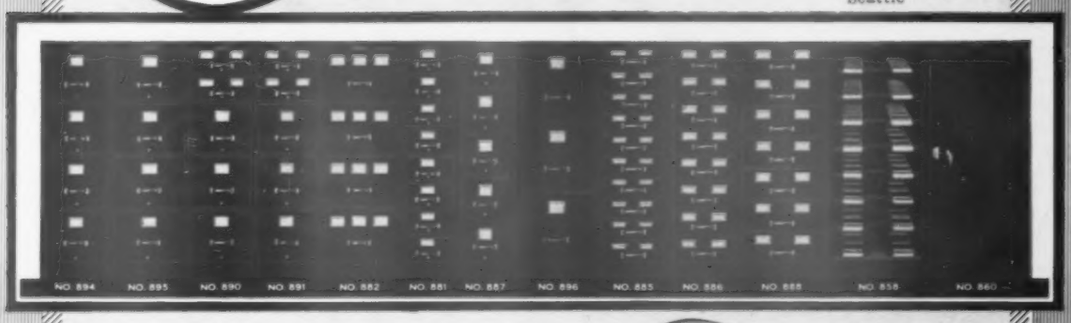
Check up any unit in the new "800" Series as it stands in your receiving department—general appearance, finish, hardware, drawer operation and structural details.

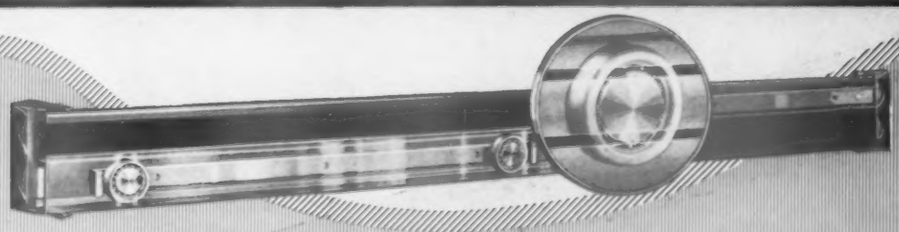
You know what your customers demand in a vertical unit. The "800" Series of Ball Bearing units meets those demands at a selling price never equaled in the industry before.

Write today for complete information, attractive three-color enclosures and list prices.

THE BERGER MANUFACTURING CO.
Canton, Ohio

New York, Long Island City, Albany, Rochester, Newark, N. J., Philadelphia, Boston, Chicago, Minneapolis, Kansas City, Dallas, Jacksonville, Houston, San Antonio, Roanoke, St. Louis, Cincinnati, Detroit, Pittsburgh, Columbus, Milwaukee, San Francisco, Los Angeles, Atlanta, Seattle





THE COMPLETE BERLOY LINE

STEEL FILING CASES · STORAGE CABINETS · DESK CABINETS · B-LABEL SAFES · PLAN DRAWER UNITS · STEEL LOCKERS
TRANSFER UNITS · WARDROBE CABINETS · CARD INDEX CASES · INSULATED CABINETS · WEDGE-LOCK SHELVING · WIDE SECTIONS

THE new Conklin "Three-Fifty" will get the business for you from that great market which is seeking a graduation gift of real beauty and utility at a moderate price. Have plenty of all Conklin models for the spring and vacation selling season. The new Conklin Dollar Pencil in Blue, Black and Red will be a fast summer seller.

THE CONKLIN PEN COMPANY

Toledo, Ohio

Conklin

PENS-PENCILS-SETS

The "Three-Fifty" in Azure Blue and Red looks like a lot more than the price—$3.50. And it's a true Conklin in workmanship and finish.

"The new business era demands the careful weighing of many problems. It calls for study of complicated relationships. Trades and industries are entering new fields. Business units and conditions are changing. New points of contact with government and within commerce and industry are being developed.

"Business is achieving so many new things even the best observers cannot keep abreast of them all. Industries are changing with new inventions and the application of new methods. Selling goods at home and abroad is bringing out new features of distribution.

"The annual meeting of the National chamber will survey economic trends with the purpose of determining their meaning, with the hope of throwing light into the future. Leading business men will bring forward new problems within their industries. Newly arising questions that are bothering large sections of the country will be discussed.

"This meeting will bring to bear on our national economic problems the best business thought of America. From it will come a program setting up principles to serve as guideposts for the future."

Joint Luncheon With Pan American Body

The joint luncheon meeting of the Chamber of Commerce of the United States and the third Pan American Commercial Conference will be held at 1:00 p. m., May 4, in the chamber's building. Addresses will be made by representatives of Latin America and the United States. Following the addresses there will be a general discussion of Latin American trade.

At Detroit foreign traders from forty states will be addressed by Secretary Hoover May 26. About 2,500 are expected at the sessions, May 25-27.

The address of the Secretary of Commerce will be delivered at a special luncheon session, under the auspices of the American Manufacturers' Export Association. Its subject will be "American Foreign Trade," and a nationwide radio audience will listen in to what is anticipated to be one of the notable business addresses of the year.

Among other outstanding features of the convention will be addresses by Roy D. Chapin, chairman of the board, Hudson Motor Car Company, on "The Motor Influence in our Foreign Trade"; Governor Fred W. Green of Michigan, who is also managing director of the Ypsilanti Reed Furniture Company, on "Michigan's Vital Interest in Foreign Trade"; and Silas H. Strawn, chairman of the board, Montgomery Ward & Company, "Foreign Uses for American Capital."

F. Edsel White, chairman of the Board of Armour & Company, wil preside at the luncheon session of the American Manufacturers' Export Association, and C. K.Woodbridge, president of the International Advertising Association, will be in charge of the export advertising session.

Over Forty Speakers Scheduled

More than forty speakers, prominent in all phases of the country's foreign trade activity, will address the convention's thirteen group and general sessions. Some of those who appear on the program include Julius H. Barnes, president of the Barnes-Ames Co., New York; W. F. Gephart, vice president of the First National Bank, St. Louis; Turner Jones, vice president of the Cocoa Cola Company, Atlanta; Professor L. D. O'Neil of Boston University; John A. Russell, editor of the Michigan Manufacturer and Financial Record; W. C. Sproull, advertising manager of the Burroughs Adding Machine Company; ex-Governor James P. Goodrich of Indiana; J. A. H. Kerr, vice president of the Security Trust and Savings Bank, Los Angeles; Robert V. Beucus, advertising manager of Bauer & Black, Chicago, and C. C. Martin of the National Paper & Type Company of New York.

Special traffic accommodations will be made for delegates attending the convention from a number of mid-western

The Carbon Paper Cat Is Out of the Bag!

Things carbon paper manufacturers never tell—they're all told now! All the inky secrets—all the dark mysteries of carbon paper making—explained in one little booklet.

You'll be astonished—to see all the things there are to know about the way carbon paper is made, the kinds and qualities of carbon paper—and you'll be delighted at the clear, concise, interesting way it's all been told in this pamphlet.

One thing is sure—you'll never again have a dissatisfied carbon paper buyer—because, with this booklet in your hand, you'll delight your customers by solving every one of their carbon paper complaints—once and for all!

It's only a tiny pamphlet, but it'll make you an authority on carbon papers in your locality.

Send for your copy now—it's free! Just write on a postcard, "Send me booklet"—'nuff said!

Write for the WHOLE Money-Making Sales Plan TODAY

GRAND PRIZE The World's Standard CARBON PAPER TYPEWRITER RIBBONS

Manufacturers of Carbon Paper since 1902

Pacific Carbon & Ribbon Mfg. Co.

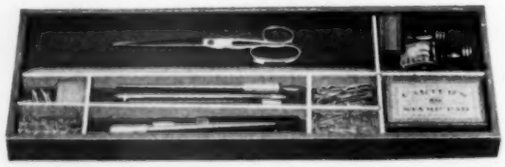
J. Francis O'Connor, *President*

1451 Harrison St. San Francisco, Calif.

No. 35

Center Desk Drawer Tray

Your customers have been looking for a tray of this kind in which to keep their pencils, pens, pins, clips, rubber bands, stamp pads, etc., in orderly arrangement — easy to find when wanted.



No. 35

Dozen Price . $12.00 net

F. O. B. CHICAGO

Substantially made with dovetailed corners and three ply bottom. Natural lacquer finish. Outside dimensions 20½" long, 8" wide and 1¼" high. It has eight compartments and fits in the center desk drawer.

Order a dozen today and start this new business your way.

IMPERIAL METHODS CO.

Forest Park Illinois

E. L. SIRUS, New York

cities and a special train has been scheduled by the New York Central Railroad for Eastern delegates. Reduced railway fares from all parts of the United States and Canada have been granted by the Trunk Line Association.

Canadian Foreign Trade Spokesmen Lead Program

Following the precedent of last year the platform of the convention will be turned over at the first afternoon session to foreign trade spokesmen from Canada and representative leaders from the different sections of the dominion who will put before the delegates the kindred problems of Canada and the means for promoting friendly business co-operation across the border. A delegation of 500 Canadians is expected to attend the convention under the auspices of the Canadian Board of Trade. The convention will also serve as a meeting ground for many other delegates from the British dominions, and will be addressed at the general session of Thursday morning, May 26, by speakers from Australia, South Africa, Irish Free State and other parts of the British commonwealth.

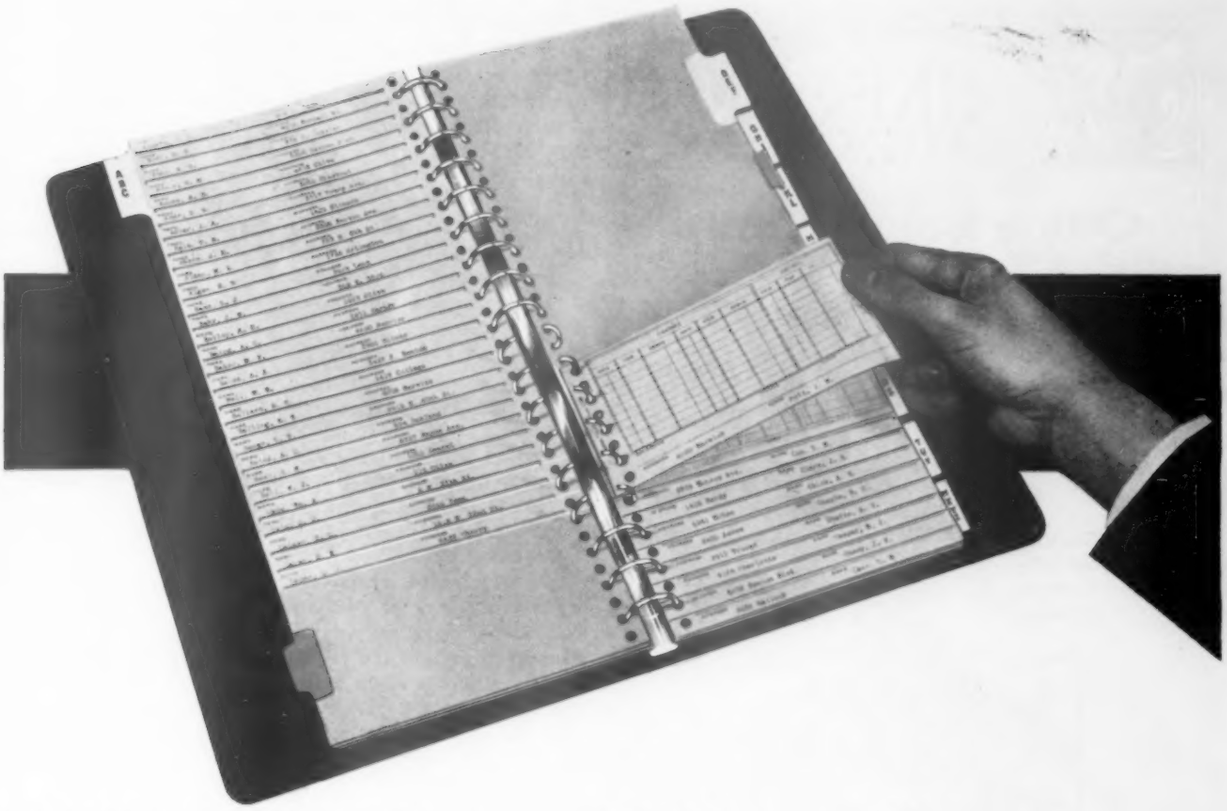
M. A. McCAFFREY, WHO HAS JOINED THE W. A. SHEAFFER PEN COMPANY.—He Came to Fort Madison from Des Moines, Iowa, and Is a Member of the Sales and Service Staff. Previous Connections Included the J. I. Case Company and General Motors, Inc.

Another visiting delegation of great interest to American foreign traders is the group of Latin American business men, who will attend the convention following the Third Pan-American Commercial Conference, which meets in Washington earlier in the month, under the auspices of the Pan-American Union. A general invitation has been extended to all delegates at this conference to remain over for the Detroit convention, where they will be represented on the program and where special acquaintance plans will be promoted on their behalf among American foreign traders interested in Latin American trade.

Advance registrations indicate the largest convention yet held by the National Foreign Trade Council.

Pliny L. Allen Returns to Old Connection

Pliny L. Allen, Seattle pioneer in the stationery and printing business, has joined Trick & Murray. He sold his business to this concern a few years ago, and since has been engaged in other activities.



$7.50 Complete - At Your Stationer's

CAPACITY, compactness and convenience, with the added feature of economy, distinguish the No. 1 VI-DEX among visible record equipment.

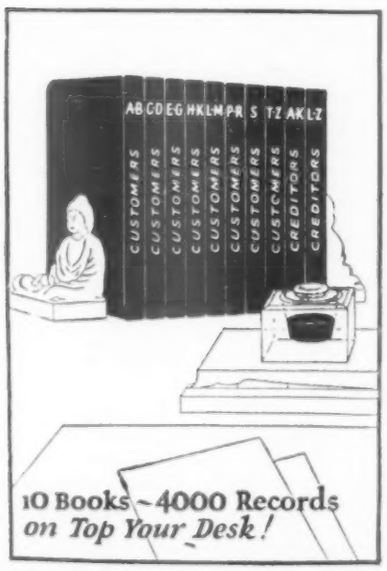
In this newest I-P record book, every sheet has a marginal heading on each side—with thirty headings visible at a glance. The total capacity is 400 sheets!

This is capacity without bulk! The No. 1 VI-DEX binder is so slender (1 5/16 inches) that 10 volumes (4000 records!) can be filed in your desk drawer or kept on top of the desk.

The rings are in six sets of three each, with every group operating independently. This arrangement makes it easy to insert or remove sheets without disturbing others.

Also new is a novel indexing system which permits expansion of any section without re-arranging other parts of the book.

The *popular priced* No. 1 VI-DEX sets a new standard of compactness and convenience for visible records. Thirty marginal headings, *on both sides of the sheets,* are visible at a glance.

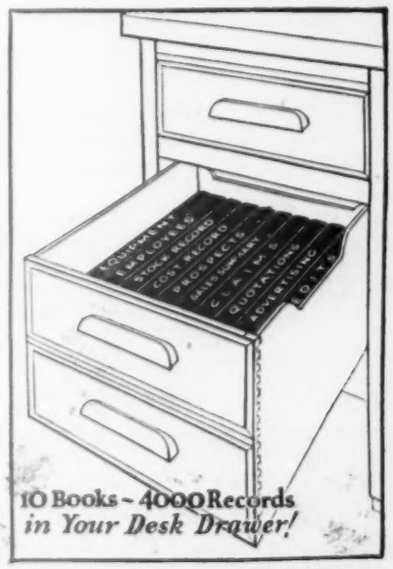


VI-DEX

Ask us for literature describing the No. 1 VI-DEX in detail. Without obligation on your part, we will send you an *actual size* photograph of the book with each feature carefully explained. Write today.

IRVING-PITT MFG. CO.
Kansas City
NEW YORK CHICAGO

LOOSE I-P LEAF



SIKES CHAIRS
PHILADELPHIA

Office Easy Chairs

X63½
Perfect
Posture
Chair

The Sikes Self-Oiling Revolving Mechanism

Requires no lubrication for at least 15 to 20 years, insuring smoothness, ease and silence of operation.

Business Men Are Taking An Increased Interest in SIKES ADVERTISING

Partly because it points the way to greater office efficiency. Principally because its constant appearance is a definite guarantee of all that is best in office chairs.

Only a product of the highest type can stand the searchlight glare of national publicity. For advertising both creates interest and invites the closest kind of inspection—scrutiny that reveals *perfection* or *flaws*, as the case may be.

The next Sikes Office Easy Chair advertisement appears in the Saturday Evening Post May 28th.

Don't miss it!

SIKES COMPANY
Chairmakers for More Than 60 Years
PHILADELPHIA

The Nationally Advertised Office Chairs

Automatic Photo Machine Interests Underwood

John T. Underwood, president of the Underwood Typewriter Company, is one of several prominent business men who have formed a corporation to market an automatic photographing machine. Henry Morgenthau, associated with Mr. Underwood in other enterprises and former ambassador to Turkey, is interested in the new business, also.

The "Photomaton" was invented by Anatol Josepho, a native of Omsk, Siberia. He was a professional photographer, arriving at New York about three years ago. At the outbreak of the Russian revolution he was engaged in the photographic business at Prague. Avoiding internment, he returned to Siberia through Turkey. He went on to China from Siberia, opening a studio at Shanghai. While he served the members of the English colony there with his camera, he also did work for the natives. These demanded very cheap pictures, and the automatic photographing machine was evolved. The development of this device passed through the usual course of trials and disappointments, but the inventor persevered, and finally produced a practical machine. It was installed on Broadway, and a considerable business developed. Several national characters amused themselves at this studio, with its eight prints for a quarter. Capital was attracted, and Photomaton, Inc. was incorporated. It is the plan to install a machine in each of the popular resorts of the country. In addition to its appeal as a photographic novelty, the Photomaton will probably serve a wide clientele in providing photographs for passports and license cards of various kinds.

Mr. Josepho received $1,000,000 for his idea. He is vice president of the company, in charge of production. The inventor is a socialist, and "works at his trade." He plans to create a trust fund of $500,000 to be devoted to charity based on economic grounds. The other half million he plans to devote actively to the interests of various devices which he considers worthy of development.

Schwabacher-Frey Will Add to Plant

Negotiations have been completed by Schwabacher-Frey of San Francisco and Los Angeles for the erection of a $300,000 addition to the San Francisco plant. It was only seven years ago that the present plant was erected and it was expected at that time that the new facilities would be ample for many years to come. However, progressive policies have necessitated the present expansion. The new structure will be one of the most modern in the state, being built of reinforced concrete and will contain many of the newest devices to facilitate general efficiency. The combined plant will be devoted exclusively to printing, lithography, engraving and kindred lines and will have a floor space of over 160,000 square feet, making it a huge structure covering an entire city block. Schwabacher-Frey, besides having a tremendous printing business, operates three retail stores in San Francisco and Los Angeles devoted to the selling of commercial and social stationery, fountain pens, phonographs, radios, artists' materials, pictures, office equipment, toys, and many other lines. It was only recently that James H. Schwabacher and his associates opened a beautiful new store in the heart of the Los Angeles shopping district.

Forest Products Glue Course Popular

The spring course in gluing wood at the United States Forest Products Laboratory, Madison, Wis., was attended by sixteen executives of various industries interested in a study of gluing technique. Usually this course attracts men connected with the office furniture field, but the sessions held in April did not include any representatives of office equipment manufacturers.

Equipment
Dealers
who see the
Handwriting
on the wall are
Concentrating
on

GF Allsteel

Beautiful as finest mahogany! Durable as only steel can be!

General office, Chicago Division, Phoenix Insurance Co., equipped with GF Allsteel Desks

Permanent Dealers are Selling these Permanent Desks

WHENEVER a business man picks out a desk for his office—he bases his judgment on four considerations—invariably. First: Appearance—the desk must be good looking. Second: Permanence—this desk must give the longest possible amount of service per dollar invested. Third: Utility—the appointments of the desk must be convenient to facilitate work. Fourth: Price—a considerable factor, and very often the deciding point.

Dealers who sell GF Allsteel Desks are building lasting success because they are able to meet these requirements of Appearance, Permanence, Utility and Price. GF Allsteel Desks have all the rich beauty of natural grain, yet with the lifelong durability that only steel can have. Your trump card is the fact that with all their advantages, GF Allsteel Desks *cost no more* than ordinary, old-fashioned wooden desks. *That's why* you should concentrate on GF Allsteel.

THE GENERAL FIREPROOFING CO., *Youngstown, Ohio*

GF Allsteel

THE COMPLETE LINE OF OFFICE EQUIPMENT

GF *Allsteel* Counter Height Files *give double usefulness*

WHERE offices require a counter, partition or railing, these files are ideal.

Combining the beauty of natural grain and the permanence of steel with the double usefulness of filing equipment and partition, GF Counter Height Files are an unusual selling opportunity.

The filing space may take a wealth of forms, according to the individual requirements of the customer. Map Drawers, Files for Correspondence, Checks, Bills, Cards and Documents; Bookcases, Cabinets and Locker Space Units may all be assembled into one complete filing system of counter height.

The tops are of handsome, stainproof Velvoleum, banded with polished bronze, and pleasing to the touch.

This equipment supplied regularly in mahogany and olive green.

The desirability of GF Allsteel Counter Height Files is another reason for

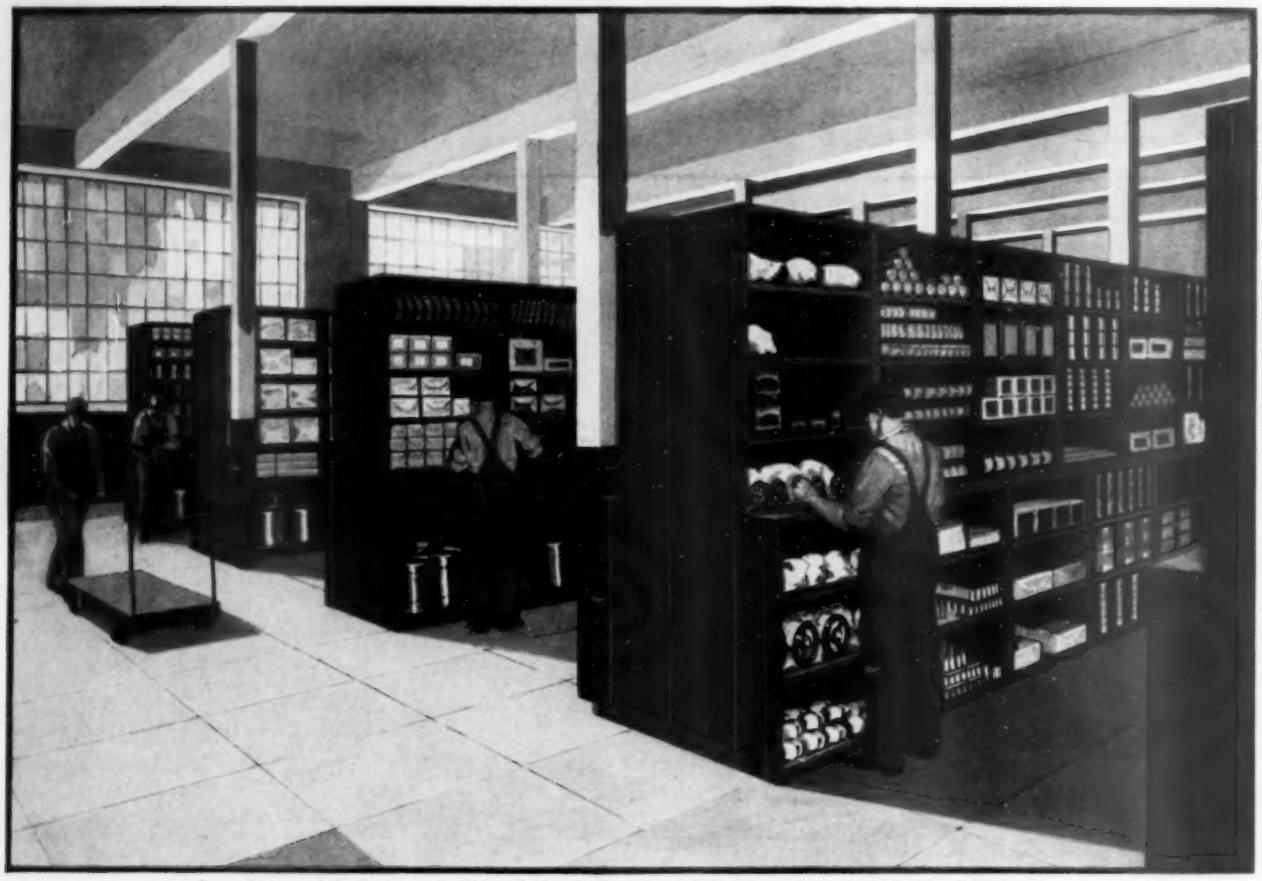
"Concentrating on GF Allsteel"

THE GENERAL FIREPROOFING COMPANY

Youngstown, Ohio - Canadian Plant: Toronto, Ont.
Branches and Dealers in all Principal Cities
Export Dept.: 438 Broadway, New York City - *Cable Address:* "Genfire—New York"

GF Allsteel

THE COMPLETE LINE OF OFFICE EQUIPMENT



General stores of the Boston and Albany Railroad, West Springfield, Mass., equipped with Allsteel Shelving

These are *Three Reasons* why GF *Allsteel* Shelving is so rapidly replacing wood Shelving

1. Space Saving

Because it is steel, and built as only steel *can* be built, GF Allsteel Shelving provides from 10 to 20% more space for storage. The partitions, the supports, the shelves themselves are all of less bulk, yet many times stronger than wood.

2. Reduced Depreciation

Whether it is erected once, or a thousand times, in one or a dozen places, there is no deterioration in GF Allsteel Shelving. Erected with a common screw-driver and a wrench, in any space that a carpenter can build wood shelving GF Allsteel shelving is a permanent investment. Imagine what would happen if wood shelving were torn down and re-erected just *once*.

The baked-on olive green finish never mars or cracks.

The rigid steel shelves, bolted to a rugged steel framework, never sag—GF Allsteel Shelving can't totter.

If you sell this shelving to a merchant, it belongs to *him* even though he moves, because GF Allsteel Shelving is not affixed to the building. Built-in wood shelving must be left, and the total investment lost.

3. Low Cost

When all these advantages are considered—and coupled with the fact that this shelving actually costs no more than wood shelving built by a handy-man—there simply isn't any reason in the world why your customers shouldn't buy GF Allsteel Shelving. Do you see?

Thousands of American businesses bought more GF Allsteel Shelving in 1926 than any other kind.

That's the best answer *why* you should concentrate on GF Allsteel!

THE GENERAL FIREPROOFING COMPANY

Youngstown, Ohio - Canadian Plant: Toronto, Ont.

Branches and Dealers in all Principal Cities

Export Dept.: 438 Broadway, New York City - *Cable Address:* "Genfire—New York"

GF Allsteel

THE COMPLETE LINE OF OFFICE EQUIPMENT

Territorial Readjustments by Eaton-Crane-Pike

The Eaton, Crane & Pike Company has readjusted its territorial lines in the central west, with divisional headquarters at Chicago. H. S. Adams is division manager, with headquarters in Suite 400, Kimball Hall, Jackson boulevard at Wabash avenue, Chicago, Ill. The former Minneapolis district was combined with the Chicago district, forming District No. 1. Cleveland district is No. 2 and Kansas City is No. 3. These three districts make up Division No. 2, which comprises territories from western Pennsylvania and West Virginia to Colorado, Wyoming and Montana. A. C. Statt, Minneapolis, is supervisor of sales for the Chicago district; E. H. Salmon, supervisor of sales, Cleveland district, with headquarters at Cleveland; Fred Schaefer, supervisor of sales, Kansas City district, with headquarters at Kansas City, Mo. Each district has eight general salesmen and two district salesmen.

H. C. Odink on Road for Sheaffer

H. C. Odink has been appointed traveling salesman in Northwestern Illinois, Eastern Iowa and Northeastern Missouri by the W. A. Sheaffer Pen Company. He had been assistant purchasing agent at the factory, Fort Madison, Iowa, and was succeeded in that work by George R. Parsons.

H. C. ODINK

The territory to which Mr. Odink was assigned had been traveled formerly by J. W. Ledferd, son of F. L. Ledferd, who has sold Sheaffer products several years in Northeastern Illinois. The transfer from purchasing to sales will give H. C. Odink an opportunity to study the fountain pen and mechanical pencil business from another angle. He had been connected with the Sheaffer organization three years, and was a member of the honorary "Lifetime" council. Before joining the Sheaffer staff, Mr. Odink had been with the Brown & Bigelow Company, St. Paul, Minn., one year as office manager of the Ingersoll-Redipoint Pencil Company, a subsidiary. Before that he spent two years as special auditor for the Brown-Bigelow interests in the Twin Cities; prior to that he was with Swift & Company, St. Paul, in various capacities.

Your own stationer where you would prefer to trade will cheerfully accommodate you.

The Flexi-Post Sales Plan

FLEXI-POST Binders—Faultless Visible Records—and other loose Books in The Faultless Line have an established national reputation for efficiency and economy.

— HELPS the dealer at every point of sales contact! An extensive, consistent advertising campaign in SYSTEM and BUSINESS reaches FLEXI-POST prospects by the hundreds of thousands. Local newspaper advertising enables the dealer to "tie-up" with the national advertising.

Direct literature and other "selling helps" complete the plan. This is the keynote of the entire FLEXI-POST Sales Plan—"your own stationer where you would prefer to trade will cheerfully accommodate you".

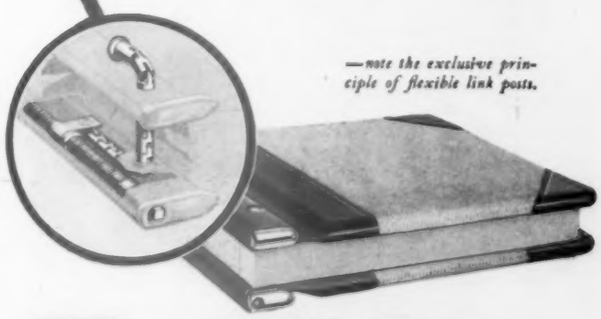
FLEXI-POST
REG. U.S. PAT. OFF.

—is KNOWN all over the world for efficiency and economy in record-keeping! *Auxiliary Post Sections* provide unlimited capacity. *Two-Inch Working Space* allows ample room for the insertion and removal of sheets. *Direct Screw Compression* positively locks any number of sheets. *Non-Protruding Posts* save storage space and make handling easy.

Find out all about the FLEXI-POST Sales Plan —your territory may be open. Write for our attractive, dealer's arrangement on FLEXI-POST Binders, Faultless Visible Records and other Loose Leaf Books in the Faultless Line.

—there is only one FLEXI-POST—

STATIONERS LOOSE LEAF CO.
Chicago MILWAUKEE New York



—note the exclusive principle of flexible link posts.

FAULTLESS
LOOSE LEAF BOOKS

Something New

Here is a brand new idea in filing cabinets; the Invincible File-Safe. It opens a big new market, and it does not compete with a single item you now handle. It opens an opportunity for new business;—business you've never had before. Get your share of it now,—right from the very start.

THE Invincible File-Safe

Every Business House Can Use One or More

Daily cash receipts, important documents, personal papers and other valuable effects can now be placed securely under the protection of a safe. These safes are complete units with the local protection of a safe deposit box at your elbow.

Unless otherwise specified, the Invincible File-Safe takes the place of the top drawer in the letter file. The remaining drawers are letter files, or if desired, may also be equipped with safes.

These files are built in 2-drawer desk high, 3-drawer counter high and 4-drawer high letter files of our 900 Line.

The file when closed bears no outside evidence of a safe. The first door matches the face of the letter drawers. This door is lowered and may be used as a desk. The door of the safe is of ½ inch solid steel with a double-nosed 14-tumbler lock requiring two keys. Besides the side-lock, there are top and bottom lock bolts that operate automatically like the door of a safe. The door is beautifully jiggered finish inside and outside. The double-wall steel case cannot be separated from the cabinet once it is built in.

Built in Four-Drawer Three-Drawer Two-Drawer Heights

Designed and Built by Safe Deposit Box Specialists

To all Appearances— "A File"

Protection from Burglary and Fire

Protection

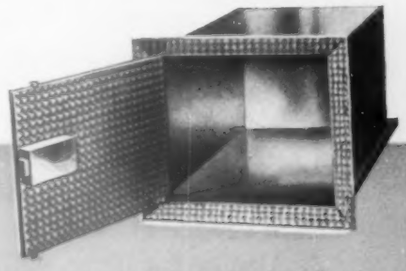
In addition to burglar protection, the contents of this safe are protected from fire. The double-wall is asbestos lined and provides fire-resistance no filing cabinet can possibly give.

Every office supply dealer can build quick sales by displaying this File-Safe in his window. The market has been tested by us in a restricted territory and sales for both business, professional and home use surpassed all expectations.

You have a waiting market with bank officials, bond and mortgage houses, clergymen, doctors, lawyers and dentists. Fills a need in the private office, never before supplied by any other device. Put samples on your floor now. Display them in your window—the sales are sure to follow.

Capitalize this new sales maker and open a big new field for profit. Do not delay. Write now for details and prices.

THE *Invincible* File-Safe



The Safe is a Complete Unit in Itself.

Invincible Metal Furniture Co.
Manitowoc, Wisconsin

NEW YORK	CHICAGO	LOS ANGELES
R. Orthwine	E. E. Blankmeyer	M. M. Corbett
344 W. 34th St.	137 W. Lake St.	420 S. Spring St.

FLEXO LEDGER

EMBODYING THE FAMOUS BYRON WESTON CO. HINGE

Manufactured by

WESTON

LEADERS IN LEDGER PAPERS

Every bookkeeper recognizes in FLEXO LEDGER the solution of the loose leaf problem. Through a patented Weston manufacturing process, a perfect lying sheet of high-grade ledger paper is available. The outstanding features of FLEXO LEDGER are: **1.** Has a hinge which is not a corrugation, crimp or after treatment, but a process of manufacture in no way affecting the durability and perfect uniform surface of either side of the paper. **2.** Always flat lying, with no spring or bulge at the binder. **3.** Surface of the hinge is the same as any other portion of the sheet. **4.** Every inch of space available for ruling or writing purposes. **5.** Hinge is extra strong. **6.** Paper is of extra good quality, of great richness of feel and appearance. **7.** Very tough and hard to tear—extra durable. **8.** Has an ideal writing surface unmarred by erasures. **9.** Ample stocks in all standard sizes and weights carried by FLEXO LEDGER agents from coast to coast, means service to your stationer or bookbinder.

Byron Weston Company

A family of Paper Makers for over sixty-four years

Mills at Dalton, Massachusetts, U. S. A.

New York *Chicago* *San Francisco*

Picture Writers to Compete for Prizes.

Widespread interest in typewriters will be aroused by a contest for the best picture of "Old Ironsides" done on the typewriter. The first prize is a Corona typewriter. The twelve next best designs will win copies of colored reproductions of Gordon Grant's painting of "Old Ironsides." These will be autographed by the artist. Each contestant must accompany his typed drawing with an essay not exceeding twenty-five words, stating why "Old Ironsides" should be restored. This contest is a factor of the campaign to raise funds for reconditioning that brilliant figure

"OLD IRONSIDES"
Contestants Should Bear in Mind that Simple, Open, Formation makes the Best Reproduction. [Illustration by Courtesy of the Type-Bar Bulletin (L. C. Smith & Corona Typewriters, Inc.).

in the early history of the United States, whose achievements and battle records are among the brightest spots in the story of our nation.

The contest closes at midnight, May 31, 1927. The competition is open to anyone, and no entry fees are required. All contributions should be addressed to "Save Old Ironsides" Committee, National Headquarters, Navy Yard, Boston, Mass. The committee reserves the right to reject any design; to appoint any board of judges it deems necessary; to use all designs and essays submitted for publicity purposes.

Selections in "Direct Mail Leaders Exhibit"

The judges in the "Direct Mail Leaders Exhibit" have announced the fifty advertisers whose campaigns have been designated for exhibition. The judges were headed by C. R. Wiers, president of the Direct Mail Advertising Company, Inc. Among the exhibits are those of several conspicuous concerns in the office equipment and stationery fields: Addressograph Company, Art Metal Construction Company, The Baker-Vawter Company, General Office Equipment Corporation (Sundstrand division), Strathmore Paper Company, The Todd Company, Inc., Underwood Typewriter Company, United Autographic Register Company, Yawman and Erbe Manufacturing Company.

"Eliminators" Won Chicago Underwood Contest

The first month's sales contest held by the Chicago organization of the Underwood Typewriter Company was won by the "Eliminators." They were dined by the three other teams in the contest. A splendid dinner was served April 9 in the red room of Hotel La Salle, at which forty-five men enjoyed the gustatory delights. Both winners and losers participated in the dinner, the former guests of the three teams which failed to make first place.

Don't
let this business
go somewhere else

Every day some one is getting business table business that rightfully belongs to you. If you have hesitated to carry business tables because of lack of space or because you disliked to tie up capital in them, read every word of this modern selling plan.

No Stock Needed
to sell St. Johns Tables

The St. Johns plan of selling business tables makes it unnecessary to increase your inventory or to carry any stock whatsoever beyond a minimum sample display.

This is because we provide warehousing facilities that assure immediate delivery. The St. Johns plan is being used with marked success by thousands of office appliance dealers, many of whom never sold business tables before. Write at once for illustrated catalog and information as to how you can easily increase your profits with St. Johns business tables.

ST. JOHNS TABLE CO.
G. M. Petrie, President
CADILLAC, MICHIGAN

St. Johns Tables

ERROR-NO

A REAL COPYHOLDER

Error-No is a real copyholder because of its simplicity. It does away with clumsy installation.

Operators marvel over the ease of using the Error-No—its simple manipulation with fully visible copy at all times.

Because it is non-technical, it can be sold by dealers. Direct factory representation by highly trained salesmen is not necessary. Get the facts and judge for yourself.

ERROR-NO INC.

55 Arbutus Street Rochester, New York

Manufacturers and Patentees of The Famous ERROR-NO

Salmagundi

Fifteen Years Ago.

Hither and Yon As the Pages of Office Appliances in the Gladsome Maytime of 1912 Chronicled the Events of this Field

C. H. Meilicke, president of The Meilicke Calculator Company, graced the frontispiece.

A new model of the Victor typewriter was announced.

"Office Equipment Field Offers Chances" told of the opportunities made for men of small means to establish businesses in a modest way, and to grow to importance with the development of the individual's territory.

Siamese type for the Remington typewriter was the latest addition to this machine's repertory of non-Roman characters.

An industrial exposition was scheduled for May 13-25 in the First Regiment Armory, Newark, N. J.

The Bixby Office Supply Company, Grand Rapids, Mich., was obliged to seek larger quarters, the second time in two years.

A new typewriter touch system was proposed by Gustavus A. Cage, Holly, Colo.

The Boston Card Index Company has been organized in the Massachusetts metropolis by Walter B. Peabody, J. Frank Dunleavy and Frank E. Greene.

The Imperial Methods Company had taken increased space in moving to 208 West Monroe street, Chicago, Ill.

The H. S. Crocker Company, San Francisco, Calif., had bought a lot on Market street, opposite Sansome, on which a building was to be erected, to house all of its activities. The company was doing business in three different locations, and by bringing all departments under one roof the operation would be facilitated.

French Reaction to Processed Letters

A discussion on direct mail advertising was held at the International Commercial Commerce at Paris, in which M. Paul Lavalley, vice president of the Technical Federation of Advertisers, described a test mailing to determine the relative efficiency of printed circulars and processed letters.

Three thousand letters were prepared, half printed and the other 1,500 multigraphed with the address filled in with a ribbon to match. All these letters were sent to the same community. The printed letters received one per cent replies, all beginning, "In reply to your circular of . . .," etc. Replies from the multigraphed letters equaled seven per cent of the letters mailed, and in practically every case the reply opened, "In reply to your letter of . . .," etc.

Utility for Vacant Pigeonholes

Hit or Miss, in Chicago Daily News] "Sir: Have you ever paused to consider the sad predicament of all the homeless pigeons in the Chicago loop? Has your heart never been melted at the thought of all these handsome birds going through life with no place to take out the pins in their pin feathers? Sir, I ask you in anguish, have you never reflected that this housing shortage is a disgrace to our fair community? All this is made more pathetic by the fact that the solution is so simple and the means to correct this terrible situation are at hand. Why has no civic leader pointed out that all homeless pigeons would be well cared for if all the unoccupied pigeon holes in the loop roll top desks were thrown open for their proper use? Yours for coo-coo philanthropy,

"ST. BERNARD WAGTYLE, ESQ."

You'll find it easy to sell this "Y and E" Card Record

THE Perpetual Inventory and Stock Record illustrated here is one of the best selling "Y and E" record cards. It has two distinctive advantages:

(1) A larger proportion of space is allowed for disposition of stock than order and receipt.

(2) Tops of cards are tabbed for size or kind of article for quick reference.

This is one of the many "Y and E" card records which will add an easy, extra profit to your year's business. Ask about the attractive quantity prices offered on assorted orders of "Y and E" printed card forms.

"Y and E"

YAWMAN AND ERBE MFG. CO.

555 Jay Street, Rochester, N. Y.

Export Dept., 368 Broadway, New York City Cable Address: "YAWMANERBE," New York

Bettcher

"A Chair Iron that Will Outwear the Chair"

In designing and building Bettcher Pressed Steel Chair Irons, care has been taken to avoid any tendency to become noisy or work loose in the bearing joint.

The Bettcher housing is designed for minimum wear. Also, the screw in the iron is so fastened that it cannot become loose in the housing.

The Bettcher Iron has all moving parts properly balanced so that it is light in weight yet outperforms any other Iron on the market.

Manufacturers will find that Bettcher Chair Irons will uphold the reputation of their chairs.

Let us give you complete information.

The Bettcher Stamping & Mfg. Co.
Cleveland, Ohio

Bettcher
PRESSED METAL
STAMPINGS

House Organ Philosophy

The fellow that does only the work that's got a wage hangin' on it is doin' damn little either for himself or the world in general.—The Coach (published co-operatively by the Boorum & Pease Company, C. Howard Hunt Pen Company, Eastern Manufacturing Company and Sanford Manufacturing Company).

* * *

People of the United States would own eighty-seven per cent of the world's autos if they were paid for.—Office Topics (The Baker Printing Company).

* * *

The man who has really tried has at least succeeded to a point where most failures begin.—The Cutler Scroll (Cutler Desk Company).

* * *

Respect your work and your work will make you respectable.—Art Metal Welder (Art Metal Construction Company).

* * *

If you haven't courage, don't call on a customer until you have dug up some.—The Webster Way (F. S. Webster Company, Inc.).

* * *

The finest trait in human character is loyalty.—The Office Cat (The Richmond & Backus Company).

* * *

It is much easier to be critical than correct.—The Alco Booster (Ivan Allen-Marshall Company).

* * *

Ideals are only reflected ideas.—Faultless Loose Leaf Bulletin (The Stationers Loose Leaf Company).

* * *

It's only those who do not know how to work that do not love it.—Quality (Clarke & Courts).

* * *

Most men who overcome temptation like to brag about it.—Bramwords (The Bramwood Press).

* * *

Your best opportunity lies close to you.—Strathmorean (Strathmore Paper Company).

Compensation Exists for All Things

From Hit or Miss in Chicago Daily News] "It's those 50,000 little shocks every day on her sensitive finger tips that drain a stenographer's nervous energy."—Adv.)

Yes, the tap, tap, tap
On her fingertips would sap
The patience of your typist in a day,
But the yum, yum, yum,
Of her juicy cud of gum
Brings contentment in a kind of bovine way.

Why Orders Go Wrong

The National (National Blank Book Company)] John Nicklaus, Jr., of our New York office, tells this one. "The following represents a gem of an order received today: 'Please ship us at once the following: One book lock ends for this size paper.'

"Having had lots of practice at mind reading, we interpreted this to mean an end lock sectional post binder and have so filled the order, trusting to luck."

De-inking the Infant

Steno: "Mr. Smith, your little boy just swallowed my bottle of Sanford's ink! Quick, what shall I do?"

Mr. Smith: "Write with a pencil."—The Coach (Published co-operatively by the Boorum & Pease Company, Sanford Manufacturing Company, C. Howard Hunt Pen Company, and Eastern Manufacturing Company).

Plain FACTS *about* SAFES
by an Expert — to Business Men

MOSLER SAFES for STEEL FILES

will interest you—because

The name **MOSLER** is synonymous with highest grade design, construction and performance.

The name **MOSLER** is known throughout the world as the leader in the safe industry.

The name **MOSLER** is backed by experience covering one-half a century.

The name **MOSLER** stands for the greatest number of radical improvements in the art of safe construction.

The name **MOSLER** assures the dealer sales with least resistance.

Sell MOSLER Safes and Make Money

Responsible Dealers are invited to apply for exclusive territories in sections where we are not already represented.

Underwriters' Laboratories CLASS "A" LABEL

Their highest classification for fire endurance, drop and explosion tests.

Underwriters' Laboratories CLASS T-20 LABEL

for resistance to burglarious attack, affording 20% reduction in insurance.

With 30 *Radical Improvements*

THE MOSLER SAFE CO. SAFETY SERVICE PROTECTION

THE MOSLER SAFE CO., 375 BROADWAY, NEW YORK, N.Y.

Factories: Hamilton, Ohio

No. 487—32x60 inches—pedestal typewriter

Introducing our new 400 line, which is now made 32″ wide. This line is made in plain oak with quartered oak fronts and quartered oak 5-ply tops 1-1/4″ thick. Also made in mahogany and walnut finishes with genuine mahogany and walnut tops. All desks are finished in lacquer finish.

This line was formerly made 30″ wide but are now making same 32″ wide and are offering this line to the trade at the 30″ prices, no additional charges have been made for the big improvements. We solicit your request for catalog and price list.

THE JASPER DESK CO.

The Jasper Desk Company and Jasper Chair Company make a specialty of loading trade the benefit of the car load freight rate. Also eliminate the car

Jasper Desk Company
Jasper, Indiana

THE JASPER DESK CO. JASPER, IND.

No. 600

No. 601

Introducing the Director, our new office chair having the three essentials DESIGN, FINISH and PRICE.

In designing the Director No. 600 Swivel and No. 601 Arm Chair, we have attained perfection in Comfort, Durability, and beauty—and are now offering you a chair for administrative offices, banks, and directors' rooms that is a revelation to the chair industry.

These chairs are lacquer finished in Light Oak, Dark Oak, Standard Brown, Imitation Mahogany and Imitation Walnut, and are constructed with the same rigidity that characterizes the entire Jasper Chair Company lines.

Never in the history of the chair making industry have we added to our line, such distinctive and individual designs as the Director. Your next order should include one of each of these.

O. AND JASPER CHAIR CO.

ty oading pool car loads of desks and chairs, at car load discounts, which gives the nate the carrying of a large stock of desks and chairs.

Jasper Chair Company
Jasper, Indiana

NOW! a counter height safe of Macey quality

Macey dealers now can meet all competition where counter installations are under consideration. The new counter height safe clinches this market.

Dimensions of the commercial grade safe formerly known as No. 216 have been altered and three styles are now ready. It comes with legs and linoleum tops, with legs and plain steel top, and with casters and plain steel tops.

There is new business to be had with these counter height safes. First deliveries are being made. If you haven't ordered your sample, better write us at once. You'll need these new numbers for counter height installations and elsewhere.

The full line of Macey Safes includes our regular commercial grade and those bearing the "B" label of the Underwriters' Laboratories in many sizes. Detailed information is given in the Macey Safe catalogue, sent on request.

The Macey Company

GRAND RAPIDS, MICH.

Chemical Exhibit Attracts Many at Seashore

The duPont products exhibit on the Boardwalk at Atlantic City, N. J., was visited by 449,258 individuals in the past two years, to view the different products on display made from duPont raw materials. Nearly 200 different lines were on display, and consisted of hundreds of articles made in whole or part of "Fabrikoid," "Pyralin," chemical products, rubber products, rayon, dyestuffs, "Cellophane," "Duco," paints and varnishes.

Special exhibits were made during the past year of the newer products recently put into manufacture by the company. The duPont Company, being a chemical manufacturing organization, it has followed the policy of maintaining large chemical research organizations, this being regarded as essential to the maintenance of the company's position in its field and its growth with the development of the art. Processes and products may become obsolete over night. It has been felt that failure to progress in chemical science by improvement in existing processes and products and the development of new products can result, in the course of time, only in retrogression. As a result of this policy, there have been developed recently such products as "oval powder," an improved sporting powder; "Duco," a new finish for automobiles, furniture, and other lines; "Brush Duco," a fast-drying enamel for general household application; new types of "Fabrikoid"; nitroglycerin dynamite, which will not freeze; better types of chemicals used in vulcanizing rubber; chemical disinfectants for cereals and root crops which substantially increase their yield and quality, and many other processes and products. One of these products, "Semesan," a seed disinfectant, has been tested out by the Department of Agriculture, and, in a special bulletin, the department has announced that, through its use, it has been able to control crown gall or "tree cancer" in the root grafted apple nursery business.

All these products have been shown at one time or another at the Atlantic City headquarters. This exhibit has been maintained by the company for some years and it is believed to be the only show of its kind in the United States by a diversified chemical manufacturing industry, in which the relation of chemical products to other manufacturing lines is shown by actual exhibits. The primary purpose of the display is to exhibit and not to sell goods, so that visitors to the establishment are not asked to buy the articles.

E., C. & P. Opens Chicago "Service Salesroom"

The new "service salesroom" of the Eaton, Crane & Pike Company at Chicago was opened March 28 in Suite 400, Kimball Hall, Jackson boulevard at Wabash avenue. This is a corner location, with excellent illumination, and a convenient spot for visiting dealers to make headquarters while in Chicago. The opening display showed the new holiday lines and novelty papeteries. This office is headquarters of H. S. Adams, division manager.

The warehouse is continued at the old address, 363-71 West Erie street. A direct telephone line leads from the downtown offices to the warehouse. H. F. Blum is assistant manager at 400 Kimball Hall. George Beaubier is warehouse manager and Kenneth Vaughan is credit manager at the Erie street warehouse.

Scott Vice President of Wallace Pencil Co.

F. C. Scott has been elected vice president of the Wallace Pencil Company, St. Louis, Mo. He started with the company in 1923 as a salesman in New York. Mr. Scott has been manager of the company's New York office, 200 Fifth avenue, the past two years, and will continue to direct sales activities there.

"They're Great!"

–and Splendid Sellers!

SUNRUCO
Sponge Rubber
CHAIR CUSHIONS

Who wouldn't rather sit comfortably on five-eights of an inch of yielding, resilient sponge rubber? These easy Sunruco Cushions appeal to everybody—no doubt about it.

An Attractive Fast Selling Line

Sunruco Chair Cushions are very neat and good looking—a credit to the finest office. Relieve fatigue. Promote efficiency. Save wear on clothing. Offered with covers of heavy all-wool felt (plain or ribbed), and rich looking corduroy. Beneath every cover is the thick, pliable layer of sponge rubber. With new Square Edge that softens the chair's sharp edge. A style to fit all chairs.

Cash in on the wonderful possibilities afforded by this line—send the coupon today for sample cushion and full particulars.

SALESMEN: Good territory open for salesmen of ability. We have a good proposition to offer. Write for details.

Send the coupon for a sample cushion

The Sun Rubber Company
Barberton, Ohio, U. S. A.

Originators of the Sponge Rubber Idea in the Office Specialty Field Desk Pads, Telephone Bases, Ink Well Bases, Etc.

THE SUN RUBBER CO.,
Barberton, Ohio.

Please send us sample new model Sunruco Cushion, with prices and full particulars.

Name .....

Address .....

.....

Office Appliances 5-27

The ADCO LOOSE LEAF PRODUCTS

THE ADCO "C" BALL LOCK SECTIONAL POST BINDER.

A keyless binder with metal hinge. 5/16 or 3/8 inch diameter posts. No binding to wear off metal.

THE ADCO "CE" TAPERED POST BINDER.

For machine bookkeeping.

THE ADCO "K" BALL LOCK SECTIONAL POST BINDER.

Operated with push button.

THE ADCO "N" WEDGE LOCK SECTIONAL POST BINDER.

Operated with a key.

Eight Other Styles

Our Construction is Original!

Our Bindings Excel Competition!

Satisfy Your Customers

by supplying ADCO Sectional Post Binders! Prices no higher! Quality superior!

W. G. LLOYD COMPANY

626 S. Clark Street CHICAGO, ILL.

ACCOUNTING DEVICES COMPANY
W. G. LLOYD COMPANY
Consolidated

Impostor Abusing Courtesies to Toof Co.

Supply houses in the stationery and printing trades have been imposed upon by an individual claiming to be connected with S. C. Toof & Company, Memphis, Tenn. St. Elmo Newton, president of the company, has issued a warning which will enable the trade to guard against this man.

"An individual representing himself to be a 'Mr. Toof,' of the firm of S. C. Toof & Company, is working throughout the East and Middle West. He makes a habit of calling upon concerns with which we have business connections or who are acquainted with us, following practically the same plan in each instance.

"His description, as given by several victims, is five feet ten or eleven inches tall, very ruddy complexion, poor teeth, especially the upper front ones, dark brown or reddish hair; a slightly Southern accent.

"He generally goes into an office and calls for their Southern representative or manager, mentions who he is, mentions orders that he expects to place while there, sometimes giving a large order subject to confirmation. During his call he mentions the fact that on his way there from some other large city he was held up and robbed of every cent he had, or had an automobile wreck, which required all the money he had with him to repair. Naturally, after entering a large order, the representative of the concern on which he is calling will gladly advance from $10.00 to $50.00, which is the amount he generally obtains. He sometimes goes so far as to go through the form of wiring the house for funds.

"About three years ago this man was very active, but as we had not heard of him for several years, we hoped that he had ceased this practice. However, we are now advised that he worked the same scheme in February of this year in Philadelphia. This is most embarrassing to us, and we have tried to inform all the trade of it, and we shall thank you to advise the public through the medium of your magazine of this person's activity. There is no one by the name of 'Toof' connected with this firm, nor has there been since the death of the founder, years ago.

"No effort will be spared in prosecuting this man, and should anyone recognize him and so advise us by wire, it will be greatly appreciated."

Schaeffer Manages G. O. E. C. at Knoxville

O. W. Schaeffer has been placed in charge of the General Office Equipment Company's branch at 814 South Gay street, Knoxville, Tenn. The branch sells both Elliott-Fisher and Sundstrand machines. Mr. Schaeffer had been district agent nine years for the Sundstrand Adding Machine Company prior to the merger with the Elliott-Fisher Company. The two interests have been combined at 814 South Gay street. Mr. Schaeffer had been located formerly at 204 Journal building.

The Gay street location is on the ground floor, a block and one-half from the main business street. The show window is used for display purposes. The space occupied is 20x60 feet, with a balcony at the rear. The personnel of the Knoxville branch includes Mr. Schaeffer, manager, his secretary, five salesmen, and two mechanics.

Pacific Stationer Celebrates 19th Birthday

The Pacific Stationer, San Francisco, celebrated its nineteenth anniversary with the April issue. This publication has traveled with the stationery field, growing from the days of social stationery with the increasing importance of the commercial field. The retail stationers of the coast have in the Pacific Stationer an excellent medium for the interchange of news and sales inspirations.

Parker Dealer
Sells 1/3 of Prospects by Mail!

151 Letters

SELL 47 PENS

AT PROFIT of $130.25

COST of LETTERS Approximately $7.35

TOTAL SALES

$344

SELLING COST

$2^1/_{10}$%

PROFIT

$130.25

!

Here's a record that shows how easy it is to sell more Parker Pens.

The man who made it does a big pen counter business in Parker Products.

He brings buyers into his store with attractive window displays.

His stocks are complete, so he loses no sales, regardless of what Parker item the customer asks for.

But he realized that for every prospect that passed his store, there were a hundred others who didn't.

The problem was how to reach them.

And the logical answer was—*by mail.*

So he sent out 151 letters to a selected list, enclosed a Parker Duofold, a bill, and an invitation to use the pen 10 days and then return it or send remittance to cover.

Results—47 sales amounting to $344 at a selling cost of about $2^1/_{10}$% and a net profit of approximately $130.25!

Of course he couldn't have expected returns like this with every pen.

But with the Parker Duofold it's different.

The buyers were already half sold through Parker advertising and through the recommendations of friends.

Then, too, once a man feels the Oversize grip and perfect balance of Parker Duofold's Non-Breakable barrel, he hates to let go of it.

And the super-smooth point, guaranteed 25 years for mechanical perfection and for wear, usually clinches the sale.

This is just one of hundreds of examples. But it proves that any dealer can easily secure extra sales and extra profits if he'll put a little selling effort behind the Parker Line.

Want More Facts and Figures?

WRITE TODAY TO THE PARKER PEN COMPANY
Janesville, Wisconsin

Dealer Handles Eight Brands of Fountain Pens

5 DAYS SALES $1331.63

Parker Sales $744.00

55% More than next best seller

26% More than all other Pens Combined

TOTAL SALES OF 7 OTHER BRANDS $587.00

WRITE FOR MORE FACTS

HERE'S a dealer with 8 different kinds of fountain pens for customers to choose from.

And in 5 days, these customers selected $744 worth of Parker Pens as compared with only $587.63 worth of all 7 competing brands combined!

This proves that Parker's claims of consumer preference are based on facts.

And it proves that it pays to concentrate on the line that has the biggest popularity.

In the heavily advertised, fast selling Parker Line, you'll find everything you need to make your pen counter stocks complete.

Here are Pens and Pencils in a wide range of colors, sizes and points. Desk Sets in an almost endless variety of new and attractive bases.

When you concentrate on this line, you tie up less money in stocks. You speed up sales. And, also, you become eligible for a portion of the large melon divided each year by dealers under the Parker Contract.

Last year this Profit-Sharing Plan netted Parker Dealers approximately $200,000 in *extra profits*—with individual rebate checks as high as $650!

If you'd like a share of this extra money, let us show you how easy it is to get. Write today for full information. No obligations.

THE PARKER PEN COMPANY
Janesville, Wisconsin

Parker Charges Nothing to Service Duofold Pens

April 1st we announced that every Parker Duofold Pen must stay in perfect order or we make it good without charge.

The Parker Policy and Parker Advertising have convinced the Public that it's useless to pay more for any pen.

Fifty Years in the Stationery Trade

The Alvah Bushnell Company of Philadelphia has gotten out a booklet, whose contents are a reprint of the article published in the golden anniversary issue of Geyer's Stationer, 1927. The booklet is printed on cream colored stock and relates the history of the house of Bushnell, which celebrated its fiftieth anniversary at about the same time that Geyer's Stationer held its celebration. The frontispiece is a picture of Alvah Bushnell made from a portrait taken at about the time he entered the retail stationery business. Then there is a picture of the first store occupied by Bushnell, General Stationer. Other illustrations include advertisements and posters of Bushnell's letter copying books, pictures of the Bushnell establishment outside and inside, some of the Bushnell products, the new buildings and a picture of the founder, Alvah Bushnell, as he appeared a few years before his passing.

The booklet is a timely and interesting souvenir of a widely known house.

Foster Takes Interest in Almond Typewriter Exchange

The following item is reprinted from the Evening Tribune-Times of Hornell, N. Y., under date of Tuesday, April 5:

"Edward L. Foster of No. 257 Grand street has resigned his position in the circulation department of the Evening Tribune-Times to become a member of the firm known as the Almond Typewriter Exchange, of which R. C. Mason of Almond has been proprietor for some time.

"Mr. Foster has been connected with the Tribune-Times for nineteen years and his resignation was accepted with regret. In his new position Mr. Foster will have large territory, including all Steuben and Allegany and parts of Cattaraugus and Livingston counties.

"The Almond concern handles typewriters and all kinds of office equipment and appliances and the advent of Mr. Foster as a member of the firm will permit considerable expansion of the business."

Free Service for Users of Parker Duofold Pens

The Parker Pen Company of Janesville, Wisc., has put in three hundred newspapers and college papers, a special campaign in April and May, informing the public of its policy to make good without charge any Duofold pen that fails in any respect. This policy supersedes the Parker twenty-five-year guarantee for wear and mechanical perfection which was confined to the Duofold point alone. An official of the company said: "There are no strings attached to our new Duofold pen free repair policy. It beats any guarantee ever made and as a business builder it should succeed if applied as we apply it to a product which will stand the policy."

The first day it was announced a dealer reported that a man came in for repairs, and when he found there was no charge, he bought an $11.00 Duofold Duette set as a gift. The policy does not apply to the Duofold pencil.

The advertisements which announce this new policy are arresting. A picture of the pen stands out in a field of white. Several strong captions stand out in the announcement.

The Parker Pen Company states that it is strongly opposed to any movement to market guaranteed pens below $5.00. They believe that this would have the effect of breaking down the high unit of sale which the company created for the industry by winning the public's acceptance of a pen at $7.00. They believe that there is a question whether the manufacturer can make a pen on a smaller margin which will stand the right kind of a guarantee.

EVERY CUSTOMER A PROSPECT

FOR

ALL METAL AMCODATER DATING MACHINE

This new dating machine met with instant success and thousands were sold the first month.

It is NEW and UNIQUE in size, design, construction and finish.

No Rubber — No Fuss. A revelation in sharp, clear impressions.

Always clean.

Dates for 12 years.

Retails for $2.95

Liberal Discounts to the Trade

NOV18'34

Fac-Simile Impression

AMERICAN VISIBLE NUMBERING MACHINES

STANDARD MODEL 41
3-movement, 6-wheel machines.
Retail for $12.00 each.

STANDARD MODEL 21
9-movement, 6-wheel machines.
Retail for $15.00.

Sell Ameo Tube Numbering Machine Ink. No bottles to break —clean, convenient— economical.

654321

Impression of Figures

AMERICAN NUMBERING MACHINE CO.

BROOKLYN, N. Y.

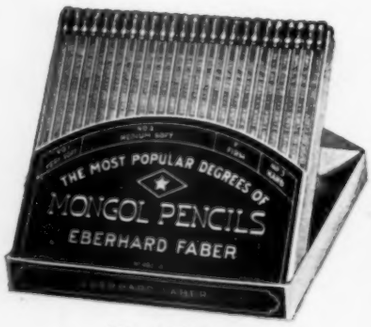
Branches — CHICAGO LONDON PARIS

That's why people come back for MONGOL PENCILS

No. 482-D—½ gross No. 2

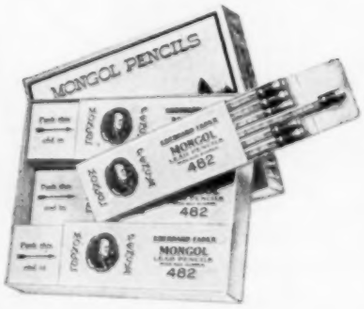
THOUSANDS who know nothing of the fine art of making pencil leads—their mixing and milling—know a good pencil when they write with it.

That's why people come back for MONGOL PENCILS.



No. 482-A
½ gross assorted degrees

MONGOL PENCILS

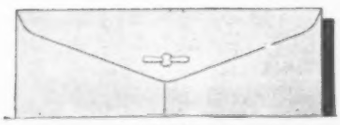


No. 482—½ gross
any degree (1, 2, F, 3, 4)

Eberhard Faber
The Oldest Pencil Factory in America
NEW YORK

Why blame the *binder?*

"Queer," said the printer. "I never knew *that* binder to fall down before. *What envelope did you use?*"



The Improved Columbian Clasp Envelope is made of tough, strong, hard-to-tear paper. The clasp is malleable, doesn't break off after three or four bendings. The metal tongues *always* line up with the flap-punch.

The name, Improved Columbian Clasp, and the size number are always printed on the lower flap.

THE irate customer has brought back five catalogs returned by the post office. The wire stitching has started and the once-neat pages look like a magnified "hand" at a bridge party.

Just another case of the customer who saves two or three dollars by *shopping*, and spoils the whole job.

The binder wasn't to blame. The printer wasn't to blame either, since he hadn't been consulted on the matter of envelopes.

Don't stand by and let *your* good work be spoiled this way. Impress on your customer the great importance of using envelopes strong enough to carry his catalogs safely. Show him samples of Improved Columbian Clasp Envelopes. Prove to him that the use of Improved Columbian Clasp Envelopes will save him money.

Your paper merchant can supply you with Improved Columbian Clasps, in 31 stock sizes. Or write us for the name of a nearby distributor.

UNITED STATES ENVELOPE COMPANY
The world's largest manufacturers of envelopes
SPRINGFIELD, MASSACHUSETTS
With fourteen manufacturing divisions covering the country

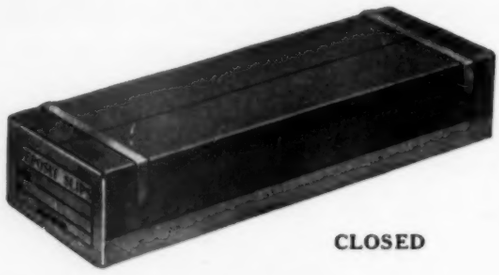
Improved
COLUMBIAN CLASP ENVELOPES

Dealers!

Complete your line of files by selling the

STEEL BOUND
Storage Filing
BOX

No. 8 for Checks and Drafts and No. 13 for Letters are two very popular sizes.



CLOSED

OPEN

These are the ten sizes we carry in stock, and we make special sizes in lots of 100 or more.

STOCK SIZES

No. 6—24"	long	6"	wide	and	4"	deep
No. 7—24"	long	8"	wide	and	4"	deep
No. 8—24"	long	9"	wide	and	4"	deep
No. 9—24"	long	10½"	wide	and	4½"	deep
No. 10—24"	long	7"	wide	and	5¼"	deep
No. 11—24"	long	8½"	wide	and	5¾"	deep
No. 12—24"	long	10"	wide	and	8"	deep
No. 13—24"	long	12"	wide	and	10¼"	deep
No. 14—24"	long	15"	wide	and	10½"	deep
No. 15—18"	long	12"	wide	and	12"	deep

Steel Bound Box Co.

5039 Cottage Grove Ave. Chicago, Ill.

Business Show Planned for Atlanta

The first office appliances show ever held in Atlanta, Ga., will be conducted the week of October 3 to 8, according to plans just announced by Sydney H. Baynes, southern manager for the Stephen Greene Company, who will be in charge of the general arrangements. Mr. Baynes is being assisted by Virgil W. Shepard, who has successfully managed many manufacturing, electric appliance and automobile shows for Atlanta manufacturers and branch offices.

"Any machine, method or device," says Mr. Baynes, "which contributes to health, convenience or efficiency in a business office is qualified and will be displayed if desired in this show, which will be known as the Southern Business Show. It is being planned more for the purpose of educating the public as to the newest and most efficient devices in office equipment than for the purpose of making any direct sales, and it is hoped that the office appliance firms located in Atlanta will be one hundred per cent represented in the displays.

"The show will be held at the Atlanta auditorium, and it is believed that at least one hundred booths will be taken by local business firms and companies having sales offices in the city. The management plans to back the products on display with newspaper and other effective advertising; an attendance campaign will be worked up in advance; many articles will undoubtedly be given away to people attending the show, and attractive entertainment features will be offered, so that everyone who comes will be shown an interesting time."

Mr. Baynes, who has been in New York for the past ten years, plans to model the show after those held in New York and other eastern cities, and advance indications are that it will be well supported by Atlanta stationers and office appliance people and will be a success.—J. H. R.

Oakland Concern to Take Fine New Store

On July 1 next the Kling-Dawers Stationery Company, now at 407 Fifteenth street, Oakland, Calif., will move into their new store in the Elks Club building at Broadway and Twentieth street, Oakland. This store has a frontage of twenty feet on Broadway and twenty feet on Twentieth street. The balcony or mezzanine floor adds to the interior space and a complete basement is available under the main sales room. Besides the usual line of office supplies, filing devices, printing, engraving and greeting cards, the company will add a complete line of social stationery and will install a "party" department. It will also carry leather goods and artists' supplies.

Brooks Company Takes New Quarters

The Brooks Company of Cleveland, Ohio, manufacturers of Brooks Visualizers, announce the removal of their New York office from 103 Park avenue to the Greely Square building, Thirty-first street and Sixth avenue, New York City.

W. E. Eldridge, formerly regional director for the Brooks Company in the New York territory, has resigned that position and will devote his entire time to the interests of the Brooks Company on the Pacific Coast, of which territory he is also manager. H. E. Momyer, Jr., has succeeded Mr. Eldridge as sales manager in the New York territory.

Platz Heads St. Louis Woodstock Office

L. A. Platz recently resigned as manager of the Cincinnati office of the Royal Typewriter Company after about ten years' service with that organization, and has accepted the managership of the St. Louis office of the Woodstock Typewriter Company.

Experience backs your judgment when you sell the

VICTOR

Standard Adding Machine

Here is a safe way to choose the adding machine you should sell. Be guided by experience. Study the record of the particular model you have under consideration.

Such an investigation will reveal Victor in a most favorable light. You will find adding machines, at Victor's price, that have scarcely passed the stage of experiment—while Victor, the pioneer in its field, can point to a long record of satisfaction!

Nearly 120,000 Victors have been put to the supreme test in the great laboratory of public ownership. Where is there another $100 adding machine that has proved its mettle in the hands of so many owners or over so long a time?

Side-by-side comparison emphasizes the plus value you can offer in Victor. Visible adding dials—noticeably absent in other $100 machines—are standard in the Victor. Victor, in fact gives you every standard adding machine feature, plus super-simple operation and unexcelled ruggedness.

Victor was conceived on the sound principle of one-model concentration, with the low cost and high efficiency this method implies. That accounts for its unapproached value. The low-cost Victor is not a mere "side-issue"—it is the backbone, the very life-blood of this great adding machine business.

ONE MODEL IN TWO CAPACITIES
8-column capacity
$100
f.o.b. Chicago
6-column capacity
$75
f.o.b. Chicago

3,000 dealers sell the Victor. Just telephone your office equipment merchant, he'll gladly bring you one for demonstration. Victor Adding Machine Co., 3973 No. Rockwell St., Chicago.

Profits are Larger When You Sell the Whole Line

While the demand for our world-famous $1.00 Pencil Sharpener, the "Chicago" model, continues greater than ever, the public has been educated to seek the increased efficiency of heavy duty models. There is a steadily growing demand for our other models—the GIANT, JUNIOR, WIZARD, DEXTER, DANDY, IDEAL, and the CLIMAX. There is also an increasing demand for Automatic Pencil Sharpeners in the home.

Apsco Automatic Pencil Sharpeners

Our Famous Dollar Seller

The "CHICAGO" Model

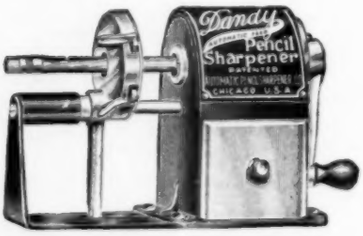
An effective and convenient pencil sharpener at a price that insures quick turnovers.

The "JUNIOR" Model

A high grade, long life pencil sharpener for those who want something better at a popular price.

The "DANDY" Model

The acme in pencil sharpeners. Automatic Feed, takes various sizes of pencils and crayons, adjustable for fine, medium or blunt point.



The "DEXTER" Model

A strong, quality pencil sharpener that accommodates pencils and crayons of various sizes. Adjuster automatically gives fine, medium or blunt point.

Catalog upon request

AUTOMATIC PENCIL SHARPENER CO.
58 East Washington St., Chicago, Illinois

Everett Waddey Company in Fine New Plant

An engraved invitation has just been received from the Everett Waddey Company of Richmond, Va., to attend a brief inspection of their new plant, to be followed by a buffet luncheon in the roof garden. The new factory building is one of the most modern and up-to-date plants in the country, built of reinforced concrete 236 feet long by 51 feet wide, seven stories high, with a roof garden making the eighth floor. This factory was built at a cost of $360,000 and houses machinery valued at $325,000, with paper stocks and office furniture aggregating $150,000.

In this factory are housed the general office of the company, the printing plant, lithographing plant, engraving plant and book binding plant. There has also been arranged a magnificent display room for office furniture, also all paper stocks and envelopes, together with the surplus office furniture are carried in this building. The building is heated with oil burners and every machine is equipped with an individual motor. An unique feature of the building is the roof garden in which is housed a modern cafeteria, with a part of the floor reserved for dancing. Music is provided during the lunch hour as an innovation and recreation for the two hundred and twenty-five employees of the concern.

Kansas City Opens Sample Display Room

The Exchange Office Building Company, owning and operating the Manufacturers' Exchange, formerly the Board of Trade building at 210 West Eighth street, Kansas City, Mo., announce to the manufacturers of the United States what they claim is the finest sample room in the country. The display hall, formerly the trading room of the Kansas City Board of Trade, occupies one entire wing of the building from the fourth floor up and has a ceiling thirty-eight feet high. Large full-height windows on all exposed walls, three sides of the room and part of the fourth give the maximum amount of daylight. The floor space is offered to manufacturers and jobbers at $1.00 a year per square foot. This includes heat, light and janitor service. The building is located in the center of the jobbing district and is entirely devoted to the housing of manufacturers and jobbers, agents and salesmen. The display hall is under the management of J. E. McOmber.

New Smith Corona Sub-Office at Hartford

E. K. Ray and R. L. Manning some weeks ago made a trip through New England and were present at the opening of the new sub-office of the L. C. Smith and Corona Typewriters, Inc., at Hartford, Conn. The office is located in a ground floor store at 193 Church street and is in charge of George C. Brinkman, who is a young and energetic salesman. He has a service man and an office assistant and carries a complete line of L. C. Smith and Corona machines as well as supplies.

During their trip, Mr. Ray and Mr. Manning visited the offices at New York, Newark, Baltimore, Philadelphia, Scranton and Albany.

G. O. E. C. Officer Visits Reliable

L. E. Lentz, vice-president of the General Office Equipment Corporation of New York, the sales corporation for the Elliott-Fisher and Sundstrand Companies, recently visited the Reliable Typewriter & Adding Machine Corporation of Chicago, and made an arrangement with them similar to that which formerly existed between the Sundstrand Adding Machine Company and the Reliable, whereby machines traded in by the General Office Equipment Corporation will be shipped to the Reliable Typewriter & Adding Machine Corporation of Chicago.

Mail the Coupon

and let us show you how to make additional profits on cuspidors

The IRELAND and MATTHEWS-MFG.CO
DETROIT
1500 BEARD AVENUE

Ireland & Matthews
1500 Beard Avenue, Detroit, Mich.

Please tell us how we can make additional profits on our Cuspidor sales.

ESTABLISHED 1879 INCORPORATED 1891

A. & W.
COLOR PRODUCTS

TYPEWRITER RIBBONS
TYPEWRITER - PEN & PENCIL
CARBON PAPERS

REFLEX
WRITING INKS - SHOW CARD COLORS
STAMPING & NUMBERING
MACHINE INKS

THESE ARE ALL COLOR PRODUCTS SOLD BY OFFICE SUPPLY DEALERS

The fact that our business has grown and developed largely, over a period of 48 years, is in itself first evidence that superior goods are produced, that they are sold at reasonable prices, and that satisfactory service to thousands has been rendered.

Grade for grade—price for price, there are no stationers' color products that surpass the A. & W. Line.

The AULT & WIBORG Company
CINCINNATI, OHIO
U.S.A.

Useful Catalogue of Desks

The Clemetsen Company, Chicago, recently issued a new catalogue in loose leaf form, bound in limp covers with lettering in colors. It is known as Catalogue K.

The book opens with a page devoted to the subject, "A Quarter of a Century of Success." In this the progress of the company is reviewed since its organization in 1901. Special emphasis is laid on the Clemco office suites. The company has prepared a special catalogue consisting of photogravure reproductions of these suites, which is available to dealers. Mention is also made in the introduction of the scenes shown on pages four to thirteen inclusive, which are the company's display rooms at its Chicago plant. These were planned for the use of Clemco dealers and their customers desiring to see the ten fine Clemco suites in surroundings that will show them to the best advantage.

On a third page is a picture of the company's extensive plant. Then follow the different suites as arranged in the factory show rooms. These include the First suite; the Corinthian suite; the paneled Colonial; Emerson; Heppelwhite; Maynard; Garfield; Whittier; Berkshire and Lancaster suites.

Individual Clemco features are described and then the 4,000 line is given the floor, followed by a discussion of the 800 line with the different items illustrated in both; the 3,000 line, etc. The two-in-one Clemco desks are given special attention. These desks are very carefully illustrated and described with full instructions as to their working. All told, the catalogue is a useful book full of timely information.

Notes from Evansville

March was characterized by an improvement in the operation of the furniture factories of Evansville, Indiana. Nearly all of the thirty-five furniture factories are employing full forces and one factory is working over time. Two or three plants are operating with their entire force, but working not quite full time. All the manufacturers are optimistic and predict that 1927 will be as good as 1926 when a substantial increase was shown in sales.

The Furniture Manufacturers' Association through its advertising committee, is putting on an advertising campaign to acquaint the people of Evansville and the district with the lines of goods produced in Evansville.

* * *

Elmer C. Schu, president of the Furniture Manufacturers Association, has recovered from a recent operation for appendicitis and was able to preside at the membership meeting of the association of March 9, where he was warmly congratulated on his recovery.

* * *

W. C. Bieneman, sales manager of the Imperial Desk Company, and vice president of the Furniture Manufacturers Association, recently returned from a business trip through the Northwest.

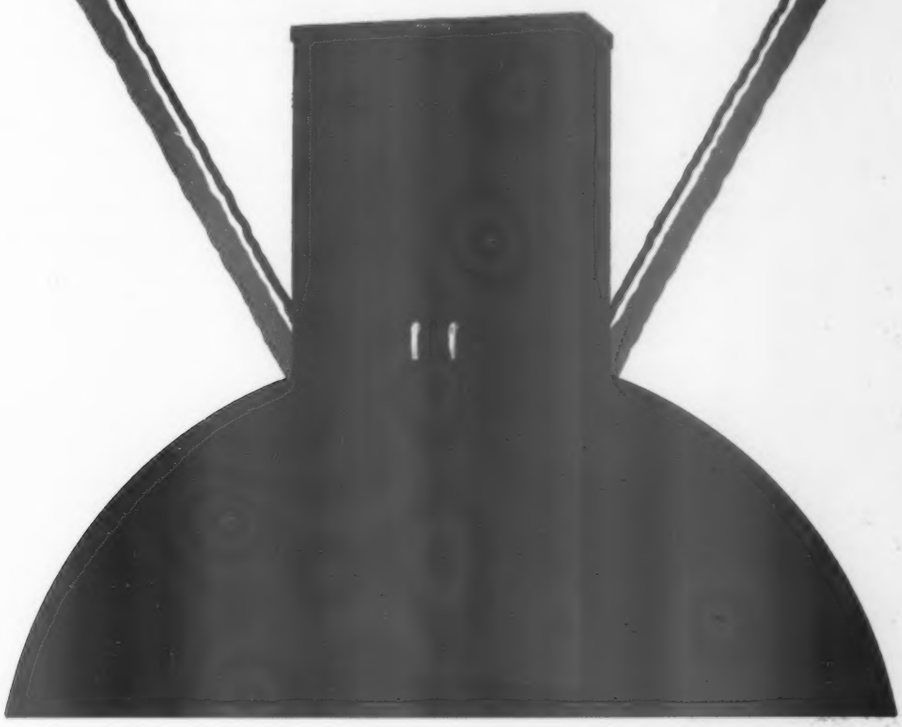
Standing committees of the furniture manufacturers have been appointed for the year ending the second Wednesday in February, 1928. These committees are made up of strong and able men.

Miss Patrick Transferred from Jackson to Natchez

Miss Madie Patrick, the order clerk in Boyd Company's Store No. 1, at Jackson, Miss., has been transferred to take charge of the office work in their store at Natchez, Miss. Upon her departure she was given quite an ovation by her many friends and admirers who were at the station to bid her good-bye. They secured the Boys' Brass Band, which played the appropriate selection, "Good-Bye, Good Luck, God Bless You."

Here's the New Medart Cabinet

ERECTED IN 10 MINUTES WITHOUT BOLTS OR TOOLS



EASIER and quicker to erect than any other cabinet. Only seven interlocking parts—assembled in less than 10 minutes—without bolts or tools. Think of the saving on freight bills—storage space—time and labor in assembling.

You want to stock this cabinet because it will appeal to your trade and sell quickly at a splendid profit. Made of the finest steel—strong, sturdy, beautiful. Lock in handle—3-point locking device. Panelled sides—adjustable shelves—fine, permanent, Duco finish. Comes in green, mahogany, walnut and ivory white. This is your opportunity to make more profits on cabinet sales. Cash in. Write today for further details.

FRED MEDART MANUFACTURING CO.
Potomac and DeKalb Streets St. Louis, Missouri

Send Today

for your copy of

Book of Monroe Features

GIVES you the facts you are entitled to know about adding-calculators.

Enables Executive and Operator to determine intelligently the best type of machine to meet their particular needs.

Scores of Features concisely explained. Half a hundred graphically illustrated.

Also gives many important methods for short-cutting the handling of figures, worked out by figure specialists and in actual use in thousands of offices.

Every executive and every machine operator, however experienced, will find in this booklet some information that has a *hard cash* value to them.

Sent free to anyone interested. Simply use the coupon.

MONROE

TRADE MARK REGISTERED

HIGH SPEED ADDING-CALCULATOR

"A machine for every desk" and every figuring need. More than 175 Monroe models priced $150 and up.

Full Automatic

MONROE FEATURE BOOK

MONROE CALCULATING MACHINE COMPANY, Inc., Orange, N. J.

☐ Send free copy "Monroe Feature Book"
☐ Would like to see Full Automatic

Firm Name .....

Individual .....

St. and No. .....

City ..... State .....

O. A.-5

(**Los Angeles Business Show Exhibits**—Continued from Page 32.)

LINE-A-TIME MANUFACTURING COMPANY, Rochester, N. Y. (See Schubert Office Specialty Company.)

LOS ANGELES ADDRESSING & MAILING COMPANY, Los Angeles, Calif., displayed mailing lists and direct mail advertising. Mrs. Carpenter had charge.

LOS ANGELES EVENING HERALD, Los Angeles, Calif., exhibited a linotype machine, type form made up, stereotyping mats and printing plates, also travel and resort rack, merchandising service charts, photographs and data. C. B. Nissen, classified advertising manager, was in charge.

LOS ANGELES EXAMINER, Los Angeles, Calif., explained the service of their daily newspaper.

LA SALLE EXTENSION UNIVERSITY, Chicago, Ill., and Los Angeles, Calif., showed their various methods of business training, displaying text books, etc. Gilbert R. Carlock was in charge.

LOS ANGELES FIRE DEPARTMENT, Los Angeles, Calif., demonstrated methods of fire prevention and public safety, also fire alarm and fire extinguishing systems.

LOS ANGELES POLICE DEPARTMENT, Los Angeles, Calif. Traffic control systems and various steps in police operation were explained. Plans of avoiding accidents were stressed.

LOS ANGELES RUBBER STAMP COMPANY, Los Angeles, Calif., exhibited etched name plates, bronze signs, prize cups and trophies, time recorders, rubber stamps and dies, badges and numbering machines. Frank Ludwig was in charge.

LUDLOW TYPOGRAPH COMPANY, San Francisco, Calif., demonstrated printing and composing room machinery.

MAGEE & AARONS, Los Angeles, Calif., showed the Protectafone, said to be the only device of its kind on the market.

MARCHANT CALCULATING MACHINE COMPANY, Oakland, Calif., demonstrated the Marchant calculating machines in various models, the newest of which is the Super-Automatic electric calculator. John K. Conway was in charge, assisted by J. A. Kelly, R. J. Stevenson, W. R. Moore, G. S. Conway, I. L. Rose, Leo Power and J. S. Zimmerman.

McDUFFIE, G. L., Los Angeles, Calif., showed the Rectigraph 18x24 photo-copying machine and Pease sheet dryer. This is said to be a photo-copy process complete in its operation. In charge of the display were G. L. McDuffie, C. D. Cramer and F. Andree.

McKENZIE COMPANY, G. W., Los Angeles, Calif., exhibited the products of the Standard Mailing Machines Company, including the Standard postal permit printer; Standard envelope sealers, Standard stamp affixers and the Speedograph duplicator. G. W. McKenzie was in charge.

MONROE CALCULATING MACHINE COMPANY, INC., Orange, N. J., and Los Angeles, Calif., demonstrated Monroe high-speed calculators and Defiance check writers, featuring the full-automatic Monroe, which is a new device. P. R. Wilson was in charge of the calculating machine exhibit, while George L. Higgins of San Francisco supervised the Defiance check writer display. Also in attendance were A. H. Ridgley, Pacific division manager, and Mrs. A. L. Lacey, Pacific division secretary, both from San Francisco.

MULTIPLEX DISPLAY FIXTURE COMPANY, Los Angeles, Calif., displayed map racks, merchandise display fixtures, sales helps, also a display rack occupying twenty square feet of floor space which provides a display space of 940 square feet. Eduard Wallach was in charge.

OFFICE APPLIANCE COMPANY, THE, Chicago, Ill., explained the services of Office Appliances, the news and technical trade journal of office equipment. Secretary John A. Gilbert was in charge, assisted by Frank H. Ramsay.

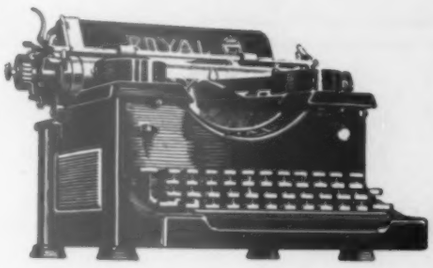
OFFICE EQUIPMENT COMPANY, Los Angeles, Calif. (See Thomas A. Edison, Inc.)

POLK & COMPANY, R. L., Detroit, Mich., and Los Angeles, Calif., direct mail and city directories were shown. In charge of this display were James V. Chewning and Miss Jackie Combs.

POWERS ACCOUNTING MACHINE CORPORATION, New York, N. Y., demonstrated Powers accounting and tabulating equipment, featuring the new alphabetical punches and tabulators. In charge were W. E. Eckert, E. F. Klimek and H. R. Russell, assistant superintendent of maintenance and general sales manager, all of New York. Also in attendance were D. S. Pickrell, Los Angeles manager and the local staff.

PURCHASING AGENTS' ASSOCIATION, Los Angeles, Calif., showed the Southwestern Purchasing Agent, a monthly magazine. In charge of the exhibit were Art Baker, Gene Fernholtz and William Jackson.

REMINGTON TYPEWRITER COMPANY, New York, N. Y., and Los Angeles, Calif., demonstrated the complete line of Remington typewriters, featuring especially the Remington electric and Remington front feed bookkeeping machines. H. A. Eccle-



In the World's Greatest Markets

ROYAL Typewriters, because of their easy-writing qualities and their dependable sturdiness, have won their way to first place in the offices of the leading commercial and financial institutions the world over.

Royal Typewriters have successfully met every challenge—every test. They DO run easier. Secretaries who handle the work of busy executives know that with the Royal Typewriter, they can write more letters perfectly typed in less time.

"Compare the Work"

ROYAL TRADE MARK

ROYAL TYPEWRITER CO., Inc.,
316 BROADWAY - NEW YORK

Branches and Agencies the World Over

Bucki

A
GOOD RIBBON
MUST RENEW ITSELF

To give uniform results under continuous typing a ribbon must renew itself quickly. This renewing process depends on the nature of the ink which must flow quickly and evenly from the unused part to the used part of the ribbon.

Because of their ability to renew, Bucki Supreme Typewriter Ribbons take the guess-work out of ribbon selling.

The ribbon line is ably supported by carbon papers of similar quality. Both enjoy repeat sales due to the satisfactory service given.

If your ribbon line is not up to standards, let us explain our plan for creating a successful ribbon and carbon department.

THE
BUCKEYE
RIBBON & CARBON CO.
1468 East Fifty-fifth Street
CLEVELAND OHIO
Established 1896

stone, district manager, was in charge. H. J. Stewart of the home office was also present.

SCHUBERT OFFICE SPECIALTY COMPANY, Los Angeles, Calif., showed the Hush-a-Phone and Auxil-a-Phone telephone devices, Courant letter opener; the products of the Line-a-Time Manufacturing Company, including various copyholders such as the law book model and the regular style in several widths; the new crystalline finish on the various models of the Line-a-Time created much interest. L. L. Christianer was in charge of the Hush-a-Phone, Auxil-a-Phone and Courant display, assisted by John Gunther, Donald Kirk and Miss M. Schubert. The Line-a-Time products were supervised by S. J. Schubert, Jr., assisted by H. E. Gillham, Phillip Manning and Miss Helen Henderson. Elwood Carpenter, Line-a-Time representative at Portland, Ore., was also a visitor.

SCHWARZ, A. M., JR., Los Angeles, Calif.—Collection Specialists. This booth was in charge of Mr. Townsend.

SHALLCROSS COMPANY, THE, Los Angeles, Calif., exhibited Baum suction feed for Multigraphs and Baum automatic folders; Halco inks, ribbons and papers. C. W. Shallcross was in charge, assisted by J. E. Kratchen, in charge of duplicating inks and stencil paper. William Baum of the Baum organization, feed and folder expert from Chicago, was also present.

SOUTHERN CALIFORNIA TELEPHONE COMPANY, Los Angles, Calif. A complete switchboard unit showing how connections are made.

SMITH, L. C. & CORONA TYPEWRITERS, INC., Syracuse, N. Y., and Los Angeles, Calif., displayed a complete line of L. C. Smith and Corona typewriters, ribbons, carbons and supplies in the Type Bar brand. C. J. Harris, Los Angeles branch manager, was in charge. Also in attendance were R. L. Manning, manager of the supplies department, Syracuse, and George S. Walker, manager of the Denver branch of the company.

SPARKLETTS ARTESIAN WATER COMPANY, Los Angeles, Calif., distributed Sparkletts water to all visitors at the show. W. G. Lynn was in charge.

SPEEDAUMAT ADDRESSING MACHINERY, INC., Chicago, Ill., and Los Angeles, Calif., demonstrated complete pure zinc Speedaumat addressing machinery, including Speedaudresser A. B., new hand machine, with attachment to take a full galley of 400 Speedaumats. The Speedaudresser A1, smallest addressing machine, which addresses any forms at 300 to 400 an hour, weighing two pounds and seven ounces, attracted much attention. L. J. Taylor was in charge.

STEVENS STEELCRAFT COMPANY, Los Angeles, Calif., showed safes made by Stiffel-Freeman Safe Company, Philadelphia, Penna. The models included new styles in the Underwriters' Class A and B safes. B. J. Stevens was in charge.

TABULATING MACHINE COMPANY Division of International Business Machines Corporation, New York, N. Y., and Los Angeles, Calif., displayed electric tabulating machine, "Hollerith" patents; horizontal high speed card sorter, electric key punch, electric duplicating key punch and electric tabulating machine, full automatic, equipped with magnetic clearing device. G. F. Anderson was in charge.

THOMAS PAPER CONVERTING COMPANY, Los Angeles, Calif., showed the operation of an envelope manufacturing machine running two hundred per minute. This firm manufactures envelopes, commercial stationery and paper specialties. George B. Thomas was in charge of the display.

TWOMEY COMPANY, E. F., Los Angeles, Calif.—Dealer displays and advertising specialties. H. P. Thompson was in charge.

UNDERWOOD TYPEWRITER COMPANY, New York, N. Y., and Los Angeles, Calif., demonstrated all models of typewriters, bookkeeping machines, fanfold billers, portable typewriters, featuring the new Model No. 3/11 and the four-bank portable with standard keyboard. Emil A. Trefzger, manager of the Los Angeles branch and former world's champion typist, was in charge. Also in attendance were William F. Oswald, former world's champion typist, special representative of the school department, New York; George L. Hossfield, world's champion typist; J. A. Johnson, Pacific Coast manager of the bookkeeping machine department.

WEBB, FRANCIS H., Los Angeles, Calif., had on display steel die embossing, engraved stationery and fine printing.

WESTERN AIR EXPRESS, INC., Los Angeles, Calif., explained their service. They have flown 400,000 miles without acident and have transported 4,000,000 pieces of mail, aggregating forty-nine tons, since April 12, 1926. In charge of this exhibit was LeRoy Bassett. Also in attendance was James G. Wooley, traffic manager.

Frank H. Hobson has been elected a director of The Central Alloy Steel Company, Massillon, Ohio. He succeeds I. M. Taggart on the board.

To the man who wants to forge ahead *faster in the office equipment business*

IF YOU are an established dealer anxious to make speedier headway, or a man planning to launch out into new and more prosperous business channels, you'll want to know all about the new SHAW-WALKER Franchise, worth untold thousands of dollars. . . . It includes exclusive Shaw-Walker selling rights for your territory — strong advertising support in the Saturday Evening Post, System and other business magazines, and local newspapers — a full line of quality-built office equipment — and assurance of a permanent and extremely profitable future . . . Today write or wire us for complete information.

"Built Like a Skyscraper"

SHAW-WALKER

Mail coupon today

SHAW-WALKER, Muskegon, Mich.

I'm interested in getting ahead faster and making more money in the office equipment business. Tell me how I can do it under the new SHAW-WALKER Selling Plan.

Name .....

Address .....

If your customer says: *"it must stand 8 hours daily"*

You know what he means. Maybe it's only six hours—or perhaps it's ten. But he does mean a chair made to stand day-in and day-out service and return sixty minutes' worth of efficient comfort every hour.

Perhaps you can't illustrate what's actually back of the chair—joint construction, doweling, etc. But your customer will get the feel of it. He'll know that no ordinary chair is being shown.

Honest, solid workmanship is self-evident. Quality in the full sense of the word.

For 8 hours daily your customer will be in comfort seated in a Milwaukee Chair.

THE MILWAUKEE CHAIR COMPANY

Executive Offices

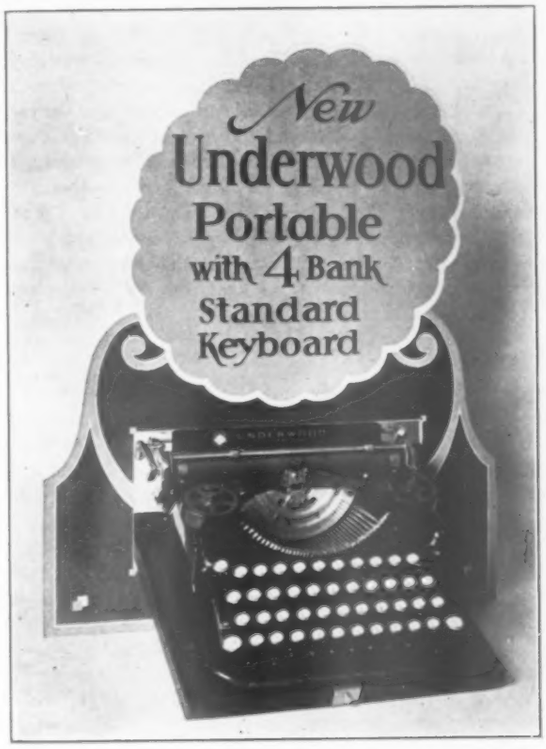
624 S. MICHIGAN AVE.,
CHICAGO

FACTORY AT MILWAUKEE, WIS.

Teachers Start Secretarial School

Vice-Principal J. C. Moody, director of the commercial department of the Senior High School of New Britain, Conn., and Miss Ellen C. Talcott, instructor in typewriting and office practice at the same school, have resigned their positions, their resignations to become effective at the end of the school year. They plan to open on September 1 a training school for secretarial and office workers, to be known as the Moody Secretarial School. From the standpoint of length of service, Mr. Moody is the oldest teacher in the New Britain High School, having been connected with that school twenty-five years, during which time he built up the commercial department to a high standard.

Miss Talcott has been with the high school for five years and has had much success with her methods of instruction. Her students have held the state championship in typewriting for the last three years and the New England high school championship was won by girls who had been under her instruction.



NEW DISPLAY CARD FOR UNDERWOOD PORTABLE TYPEWRITERS.—This card is in gold, blue and red. It is being used by Underwood dealers and branches for showing the new Underwood four bank portable typewriter. The machine itself is set into the cut-out at the bottom of the card. It makes an effective display.

Edwards Now Purchasing Agent for Y and E

John C. Edwards was recently appointed general purchasing agent for the Yawman & Erbe Manufacturing Company, filling the vacancy created when Thomas Haugh, former general purchasing agent, was made superintendent of the paper and supplies division.

Mr. Edwards came to the Yawman & Erbe Company after several years spent with an engineering company in an executive capacity. In his former connection he was responsible for the purchase of materials and his duties involved close contact with the financial and sales organization.

Mr. Edwards is a graduate of the University of Michigan with the degree of mechanical engineer.

This standard office appliance keeps money in the bank

THE handwritten or typewritten check is an "Entrance" sign to your bank balance. Should one fall into the clutches of a check-fraud artist, he can carry away your funds with a clever stroke of his pen.

Let the Todd Protectograph guard your funds in transit. It is doing it for the countless business houses in the United States and 64 foreign countries. What's more, the authoritative Todd imprint on the amount line is a mark of dignity, preciseness and up-to-date management in the eyes of those who receive your checks.

Every Protectograph is in every way a Todd product—Todd in invention, Todd in quality and manufacture, and Todd in guarantee. There are all sizes and styles—from the Personal Protectograph to the new Super-Speed which writes the amount lines at the rate of 1000 to 1200 an hour. There are Todd experts available in every principal city in the United States to give you complete service. Let one of these qualified men tell you how the Todd System of Check Protection will raise the standard of your business.

* * * *

Todd Expansion Creates Opportunity for Salesmen. National advertising identifies the Todd name with the protection of bank accounts—business and personal. New models are being made for a constantly widening market. This era of expansion means opportunities for men who can qualify to represent a progressive organization. If you are interested, write to us at once. The Todd Company, Protectograph Division (Est. 1899), 1129 University Avenue, Rochester, N. Y. *Sole makers of the Protectograph, Super Safety Checks and Todd Greenbac Checks.*

TODD SYSTEM OF CHECK PROTECTION

1 *The Protectograph* eliminates a large percentage of all check frauds by preventing *raised amounts.* Is made in a variety of standard models, one for every type of business, $37.50 up. For private use the Personal Protectograph at $20 has a nation-wide popularity. Only Todd can make a Protectograph.

2 *Todd Greenbac Checks,* with their patented self-canceling features, eliminate another major source of possible check losses by preventing *change of payee's name, date* and *number* and *"counterfeiting."* The instant the forger's acid is applied, countless imprints of the word "Void" appear.

3 *Standard Forgery Bonds* cover the remaining check-fraud possibilities, namely, outright forgery of signature of endorsement. Qualified Todd users receive policies at the most advantageous discounts from the Metropolitan Casualty Insurance Company, New York City.

COLUMBIA
RIBBONS and CARBONS
Girdle the Globe

When You Want the Best, Columbia Products Will Meet Your Needs. Sold or sent to you any place in the world.

20 Years' Experience

is back of this Service, which is universal in scope—prepared to serve you no matter where you are.

CARBON PAPERS for Pen, Pencil, Typewriters, Billing Machines, and every other school and commercial use.

RIBBONS for all makes of Typewriters, Multigraphs and other mechanical writing or reproducing machines.

Let us know your wants. We carry every known requirement. Our organization is at your service.

Samples and Prices on Request

COLUMBIA

Ribbon & Carbon Mfg. Co., Inc.
69-71 Wooster Street New York, N. Y.

Branches Throughout United States and Abroad

For GREAT BRITAIN, 22 Bush Lane, London, E. C. 4
For Southern EUROPE, Via Donatello 19, Milan 32

The Forman-Bassett Co. Discontinue Retail Stationery Lines

On April 1 The Forman-Bassett Company, Cleveland, Ohio, in order to provide greater space for their rapidly growing manufacturing departments, discontinued their retail stationery business, and transferred their entire stock of stationery and office supplies to their affiliated company, The Burrows Brothers Company of the same city.

The Forman-Bassett Company is one of the oldest lithographers, printers and dealers in stationery in the United States, having been established in Cleveland in 1834, almost 100 years ago. Since then they have identified themselves with the history of the city, and many of Cleveland's early historical records bear their imprint. The first city directory of Cleveland, published in 1837, was their product. Most of the old-time printers, binders and lithographers of Cleveland learned their trade in the plant of this company.

For many years The Burrows Brothers Company have occupied an enviable place in the front rank of Cleveland's office supply, book and stationery houses, operating five stores in Greater Cleveland and six circulating libraries. Their up-to-date service facilities, their several outlets for merchandise and their well-trained force of stationery and office equipment salesmen combine to render The Burrows Brothers Company ideally qualified to take over the departments which the Forman-Bassett Company were obliged to discontinue.

The new modern equipment installed by The Forman-Bassett Company, including high speed lithographing and printing presses, bindery machinery and new type faces, makes this company one of the best equipped in the country for this kind of work.

A. H. Irvin Company Moves to New York City

The A. H. Irvin Company, Inc., will move on May 1 from Philadelphia to 331 Madison avenue, New York City, where its headquarters will be established. The company will maintain local offices at 1015 Chestnut street, Philadelphia, Penn.

The company states in its announcement that they will maintain a department for the development of appliances and devices under the direction of N. W. Shefferman, who has been engaged successfully in this class of work for some time.

The removal of the A. H. Irvin Company, Inc., to New York City involved taking over the business of N. W. Shefferman, who, however, will continue the same line of work he has carried on successfully heretofore, operating henceforth as a department of the A. H. Irvin organization instead of as an individual. Mr. Shefferman's work has been along the line of developing and exploiting new articles, ideas and merchandising methods. He will continue these activities, with a view to securing or developing new articles suitable for the stationery trade. It is stated that there is a demand among manufacturers for new things to make and among dealers for new devices to sell, particularly in the specialty field.

The A. H. Irvin Company, Inc., invites correspondence from manufacturers and dealers.

Little Rock Apelans Consider Arkansas Tour

Individual members of the Little Rock Apela Club are seriously considering an invitation extended to them by the Little Rock Chamber of Commerce to organize a trade trip or good will tour of the merchants of Little Rock through Northwest Arkansas. It is suggested that there may be more news of this trip in a later issue.

Pieces of Eight

Globe-Wernicke
THE STANDARD of EXCELLENCE

NOT so long ago an old Indian guide was telling how he had found a buried treasure worth £100,000 barely a mile from Port Antonio. He told of finding this rusty old treasure chest in the front yard of one of Panama's largest cities, in a cave that thousands of people had walked over for a hundred years, never thinking that within twenty feet was a treasure worth half a million dollars.

We wonder how many dealers are walking over *hidden treasures right in their own city.* Not treasures of gold and silver, but sales opportunities which if dug up might easily be worth thousands of dollars.

There is one thing certain, that for the past half century dealers have realized that treasures are less hidden and more easily won when they sold a nationally known product. That is why Globe-Wernicke dealers regard their G-W Franchise as a visible, tangible asset which grows in value each year.

There are some "Treasure Coves" still undiscovered—waiting! Perhaps your city may be one. Write for information.

Globe-Wernicke
CINCINNATI

At TRANSFER TIME

TRANSFER CASES	
NEW STEEL FILES	
GUIDES FOLDERS	
SAFEGUARD SYSTEM	
ARCH FILE	
STORAGE CABINET	

After checking tear out coupon and pin to your letterhead-

In June—5,000,000 *readers will be reminded of their transfer needs in 14 national publications by Globe-Wernicke advertising. It will reach many of your best prospects at an opportune time. We can help you sell them.*

Let us remind you!

A YEAR from now — five years hence — some apparently trivial record stored at "Transfer Time" may be far more priceless and indispensable than the day it entered your prospect's office.

And business men are recognizing — more and more, that as a year's correspondence, pass into the Limbo of Yesterday, their transfer cases must be worthy of their confidence.

When Transfer Season comes their interests are keener for their office needs. Solve their problems with Globe-Wernicke equipment; steel files that last a lifetime; the Safeguard System, using angular tab guides, that speed up filing and make play of the tedious transfer burden; counterheight equipment that gives your valuable office space two efficiency uses, as counters and as files; horizontal sections that put all their filing information in one handy unit; desk accessories that speed up traffic across their desks.

5,000,000 minds are being focused upon the importance of clearing desks for summer activities, through Globe-Wernicke national advertising in 14 national publications — in June.

A tie-up is needed between your store and this built-up demand. If you are not prepared, write today. Our Service Department will give you many worth-while suggestions that may prove valuable to you.

Globe-Wernicke
CINCINNATI

About this time o' year ....

99 OUT of every hundred businessmen in every city are wondering — how long it will take to clear their files of the Transfer Season confusion; whether the next three months' business correspondence will be hampered by faulty filing and finding; whether to buy new equipment and what to buy.

The Globe-Wernicke Safeguard System (selection by color) takes the time element out of transferring. One authority says that a good file clerk, using the Safeguard System, can transfer a half dozen four drawer cabinets in one day — and do it accurately.

In the transfer cases alone you have twelve outstanding features, which build easy sales for you:

For instance—

1—Top and sides are one continuous sheet of steel. Closed-in back.

2—Heavy steel front and back frames extend in a continuous strip entirely around jacket.

3—Bottom of Case reenforced with steel angles.

4—All joints welded, no screws, bolts, nuts or rivets used, making jacket and file solid, rigid units.

5—Closed back reenforces case and keeps out dust.

6—Top of Drawer is of double thickness and beaded, insuring great strength.

7—A heavy suspension at back of Drawer serves as a hand-hold; reenforces back and prevents Drawer from being pulled out of jacket.

8—Drawer sides are cut down one-half for convenience in filing.

9—Legs securely straddle cases beneath when stacked in an upright Battery, holding Battery absolutely rigid.

10—Pull and Label Holder securely welded to Drawer.

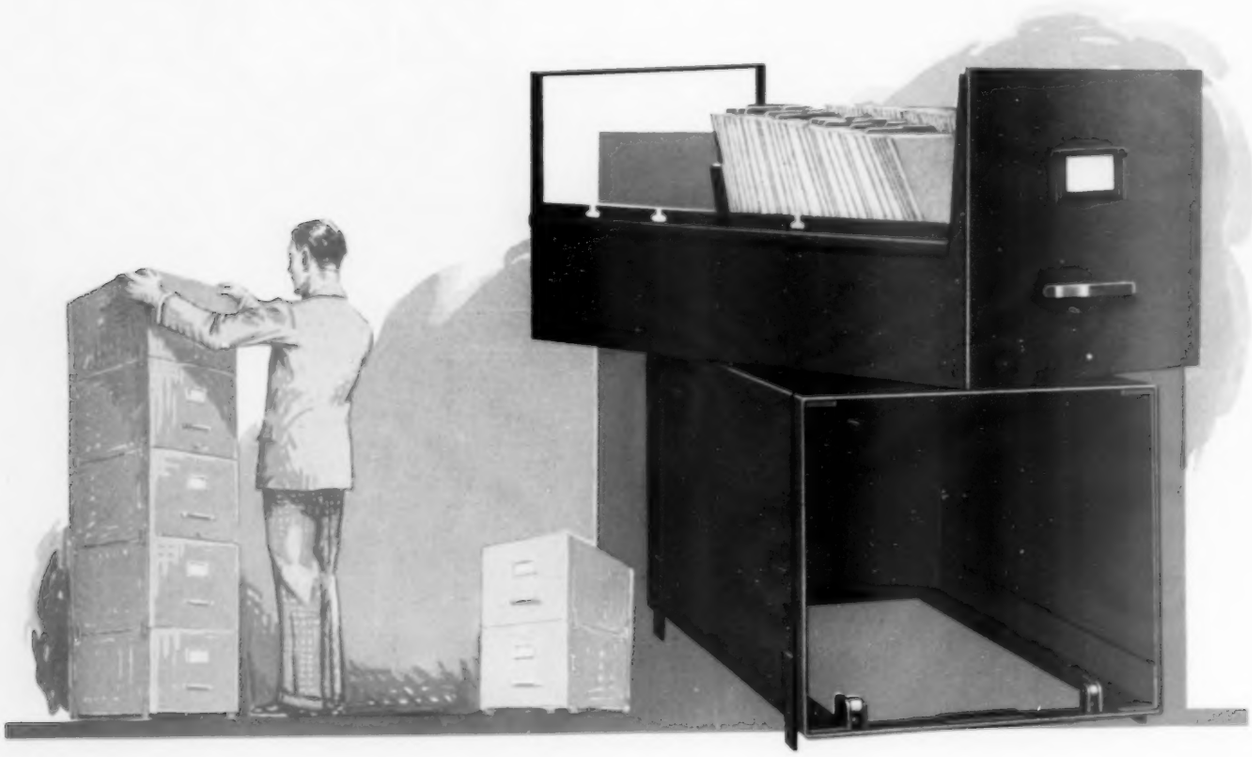
11—Safety stops prevent Drawer from being pulled out of jacket or pushed back too far.

12—Roller bearings insure smooth, easy operation of Drawers.

You have at your command the means to satisfy your customers and build confidence with Globe-Wernicke office equipment.

Write for your allotment of "What to look for in Transfer Cases".

Globe-Wernicke
CINCINNATI



Add-Index- the 1st and only portable electric adding-listing machine

portable . . weighs only 27½ pounds . . it goes to the work . . self contained electric operation . . plugs into any light socket . . 14 improved standard features . . 8 exclusive features . . .

There is a place for Add-Index in the office and shop of every one of your customers

Here is a Sales and Profit Opportunity you cannot afford to miss—and it may be gone over night. Write—or wire today for details.

ADD - INDEX CORPORATION, Grand Rapids, Mich.

Coast to Coast Service—60 Service Stations Conveniently Located

We mention a few prominent users of Add-Index Equipment:

Radio Corporation of America
United States Rubber Co.
New York Central Railroad
Equitable Trust Co. of N. Y.
United States Steel Corp.
Standard Oil Company

$225

Fully Equipped

(Slightly higher West of the Rockies)

Model Illustrated is
Add-Index 9 Bank Model No. 1099
Capacity $9,999,999.99

No Stand Required
Built in 3 other Models

GRAND RAPIDS, MICH. O.P.-5

ADD-INDEX CORP.

Tell us something more about Add-Index. Send details of your proposition.

Name.....

Company.....

Street No.....City.....

Add-Index offers Distributors and Dealers the best proposition in the adding machine field today. Write us

A lot of good desks from INDIANA DESK COMPANY

will create a lot of satisfaction and profit for you. Quality is the supreme consideration in our factory. Every unit of production must measure up exactly to the fixed standard. This remarkable value, a sales-inviting price list and real, up-to-date service, has built up a large volume through many energetic dealers.

Thirty days ago, we effected a change of corporate title in order that the name would reflect accurately our business policy, facilities, and experience of over twenty years in the manufacture of desks for offices and schools. The change is in name only. Our merchandise, our service, the management and personnel are the same.

And, we are just as glad to receive your order or to send you our catalog

INDIANA DESK COMPANY

If it's a desk, we make it

JASPER **INDIANA**

(FORMERLY JASPER NOVELTY WORKS)

Johnson Heads Tampa Exchange Club

Leo F. Johnson, president of the Florida Office Supply Company of Tampa, Fla., was elected president of the Exchange Club of that city at a club luncheon and business meeting held in the Tampa Terrace hotel on Monday, April 11.

The Tampa Exchange Club has a membership of fifty of the city's leading citizens. It is sixteen years old and does important civic and charitable work.

LEO F. JOHNSON

Mr. Johnson, the new president, is one of the leading commercial stationers of the United States. He is prominent in the councils of the National Association of Stationers, Office Outfitters and Manufacturers. He was auditor of the association in 1925-1926, and has held important committee assignments.

McDonough Joins Reliable

Lawrence McDonough, formerly manager of the Chicago office of the Regal Typewriter Company, has joined the organization of the Reliable Typewriter and Adding Machine Corporation. He will devote his time to the dealer trade in Chicago and the mid-western states. In addition to handling Reliable's regular line of rough, rebuilt and new typewriters, adding and calculating machines, he will also establish sub-agencies for the new electric portable Add-Index.

Mr. McDonough is an experienced office machinery man, having been connected with the industry since he was a boy. Before he joined the Regal Company he was connected with the Oliver Typewriter Company for many years and is popular among the trade.

Middletown Office Equipment Organization Discontinues

The Miami Office Equipment Company, Middletown, Ohio, has discontinued operation. The company was organized ten years ago and has been for some time under the management of Clyde Freeze. Assignment for the benefit of creditors was filed in the Probate Court at Hamilton, Ohio, recently. J. W. Littell, proprietor of the Book Shop, was named as assignee and J. H. Cusick, L. H. Dohn and Edward Dell were named as appraisers.

Takes Dalton Sales Agency in Decatur

W. B. Horner, formerly with The Safe-Cabinet Company at Springfield, Ill., has taken the sales agency for the Dalton Adding Machine Sales Company in Decatur and surrounding territory. He has opened offices at 129 North Main street.

SELL STEEL

The Serviceable Equipment

Both large and small concerns, the most discriminating buyer and the economy man, appreciate the superiority of steel office files. Above is illustrated our grade "A" filing cabinet, supplied in letter and legal sizes, finished in olive green or grained mahogany. It is made also in three-drawer, counter height and can be equipped with general lock.

THE BENTSON

Steel Transfer Cases

operate easily and stand rigid, even when stacked right up to the ceiling, by reason of our stacking interlocking arrangement. They are made in four sizes: Letter, legal cap, invoice and ledger. They can be fitted with sanitary leg base, with rollers, or with follower block and rod.

The BENTSON line also includes a commercial grade filing cabinet, storage lockers in desk height and in full, clothes locker height, also a cash service unit, and steel card index sections.

Write us for circular and discounts.

The Bentson Manufacturing Company

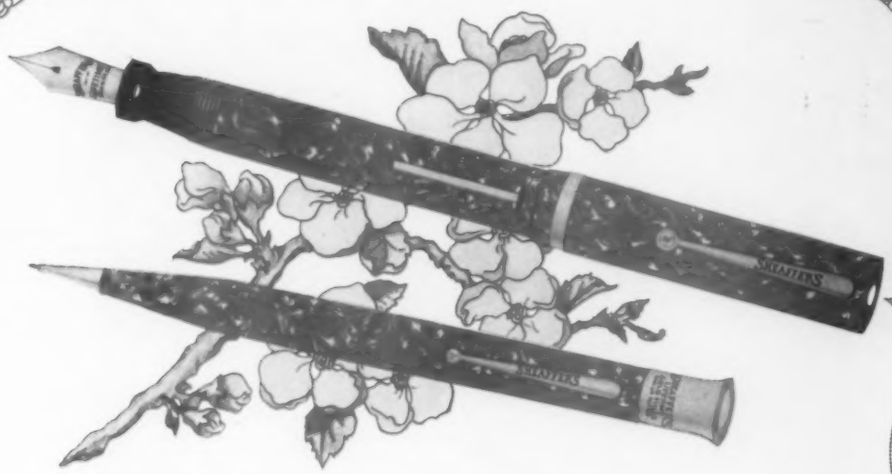
AURORA - ILLINOIS

S

Advertising sows the seed. Salesmanship reaps the harvest. And the seed of good will is sown by Sheaffer advertising more widely and more thoroughly than elsewhere in all pendom. It is sown for the dealers' reaping. It tempts the man in the street to buy a Lifetime* in preference to other pens because he buys more value per dollar, greater beauty, finer writing. And thousands of dealers center selling effort on the Lifetime pen because they are getting (1) more advertising per dealer, (2) a finer quality of merchandise, (3) a greater number of satisfied customers and (4) quick turnover at increased profits.

SHEAFFER'S
PENS · PENCILS · SKRIP
W. A. SHEAFFER PEN COMPANY · FORT MADISON, IOWA
LONDON OFFICE, 199 REGENT STREET

*Reg. U. S. Pat. Off.



Identify the Lifetime pen by this white dot

Sheaffer advertising blossoms in steadily increasing dealer profits

In all America there are few other products which mean surer or more honorable profits for the dealer than Sheaffer writing equipment. The advertising behind the green-pen-with-the-little-white-dot is constantly at work maintaining in the public mind the superiority of Lifetime* wares. This fine advertising is the dealers' advance man, preparing the way for the selling effort of the aggressive retailer. There are no jobbers in the Sheaffer program, and that means increased profits on the immense volume of sales which comes easily to the world's finest writing tools.

"Lifetime" pen in green or black, $8.75, Ladies', $7.50—pencil, $4.25

Liberal Sheaffer discounts to dealers

Blue Label Leads 15 cents

SHEAFFER'S

PENS · PENCILS · SKRIP

W. A. SHEAFFER PEN COMPANY · FORT MADISON, IOWA, U. S. A.
W. A. Sheaffer Pen Co. of Canada, Ltd. · Toronto, Ont.—60-62 Front St., W.
Wellington, N. Z.—86 Manners St. · Sydney, Australia—160 George St., W.
New York—80 Fifth Avenue · London—199 Regent Street

*Reg. U. S. Pat. Off.

DONALD DENTON & CO.

THE Counter-hi and Won-dor Steel Office Cabinets shown here are illustrative of Lyon policies. So, too, are the other styles of cabinets—Tu-dor, Combination Tu-dor, Desk-hi, Li-flat and the steel table. Their pleasing lines and fine lacquer finishes are outward symbols of their sturdy in-built strength. The steel welded frame is the strongest construction known, and the frame is the determining strength-factor in a cabinet. The doors, reinforced on all four sides and in the center, are rigid. Rugged cabinet-type hinges securely fasten the door to the frame.

LYON LYMETCO LINE

The patented locking device, with three-point contact with frame, gives greater protection against theft. These and other construction features combined with the highest grade furniture steel, make this office cabinet line the finest on the market. National advertising, is carrying the story of these Lyon-made cabinets to the business and professional world. Write for information about quality, prices, 24-hour shipping service, sales co-operation and national advertising program. You will find that Lyon policies are built from the dealer's point of view. Write today.

LYON METALLIC MANUFACTURING COMPANY, AURORA, ILLINOIS

(**Under the Capitol Dome**—Continued from Page 22.)
ganized by the Bureau of the Budget in October, 1921. The preparation and use of master commodity specifications for the entire Federal government is an essential step in the economy which results from the purchase of materials and supplies in large quantities. In no field of government operation was there greater need for constructive work than in the field of purchase standards.

Installment Selling

Recognizing that installment selling is an economically and financially established fact, the Bureau of Internal Revenue has prepared a pamphlet outlining the provisions of the tax law on income from such sales, copies of which have just been made available. The act of 1926 revised the basis for reports, and taxpayers are now given choice of procedure, and may use any of three methods of keeping accounts, the previous rigid regulations being made more flexible by the new system.

Copies may be obtained from the Training Section of the Bureau. The pamphlet shows the growth of installment selling in the United States and calls attention to the provisions of the Revenue Act of 1926 relating thereto. The revised law recognizes the fact that the income tax should be applied only to that part of the installments receipts which are actually paid over during the taxable year.

Postal Rulings

Senders of parcels exchanged beween the United States and Mexico have the option of attaching a single customs declaration to only one parcel comprised in a shipment mailed simultaneously by the same sender to the same addressee at one address, according to an announcement just made by the Second Assistant Postmaster General, who stated that the total number of parcels comprised in the shipment should also be invariably indicated on the customs declaration. The same rule applies to shipments to the Straits Settlements Federated Malay States, and to Uruguay.

Parcels post packages addressed for delivery in Peru must be certified by a Peruvian consul, if mailed where there is a consul, when the amount of merchandise exceeds $48.67. Consular invoices are not to be placed in the parcels when mailed to Peru but should be forwarded by letter mail to the addressee. Parcel post packages not in excess of 10 Peruvian pounds ($8.60) are no longer subject to a consular invoice from the place of origin.

Letters may now be attached to parcel post packs for Canada, by tying or otherwise securely attaching it to the outside of the parcel to prevent its separation therefrom and so as not to interfere with the address of the parcel.

Importation of dutiable articles into Brazil by mail is permissible only in the parcel post mails.

Catalogues by mail are now duty free to India, but advertising circulars by freight are subject to 15 per cent tariff. "All trade catalogues and advertising circulars imported by packet, book or parcel post" under Item 100 of the tariff schedule of British India, are passed duty free under this item whatever the quantity, but if imported by other means, as by freight, are liable to duty at 15 per cent ad valorem under item No. 99 of the tariff schedules.

The post office department has inaugurated a registry and insurance service for international parcel post packages exchanged with Portugal, which also applies to the Azores Islands.

Important changes have been made in the rules on handling of permit mailings, and all those interested in this class of postage had better get in touch with the Third Assistant Postmaster General who has just revised Section

Drawer Units

A New Wabash Idea . . . . .

THIS method of packing Alpa-Merical indexes in units containing just the proper number of divisions to correctly index the contents of each drawer will help to increase your sales. It will simplify buying and stock taking. It will offer a new service to your customers, which they will appreciate. It will increase the amount of each sale automatically without resistance because the miscellaneous folders are boxed right with the guides and sold together as a unit.

Make Larger Unit Sales Easier

Three qualities of indexes are put up in this way—Steel Tab guides for the hardest use and long life; Celluloided Tab guides which also hold up well under hard use but cost a little less; and Plain Tab guides for files not subject to so much wear. Each unit is complete, the miscellaneous folders are gathered behind the guides all ready to drop into the drawer indicated on the box label. Name folders are included also so that nothing is lacking.

Ask us about this new Wabash idea.

The WABASH CABINET CO.

Wabash, Indiana

"Supreme Quality" Supplies

The country is thinking
Ticonderoga.
The country is
calling for
Ticonderoga - - -
as it never called
for a
pencil before.
Your co-operation
will increase
Ticonderoga sales - - -
and decrease the
sales of
cheaper pencils.
Was ever co-operation
between
distributor
and manufacturer so
advantageous
to both?

Pencil Sales Department
JOSEPH DIXON CRUCIBLE COMPANY
Jersey City, N. J.

1827—HUNDREDTH YEAR
OF DIXON SERVICE—1927

452, Postal Laws and Regulations, covering the mailing and handling of permit mail.

Special mail delivery is now had with 24 countries. Until a year ago, Canada was the only country in which the American business man could obtain special delivery of his letter. The fee for the service is 20 cents. Business men in the western part of the United States are speeding up the movement of their foreign destined letter by using the air mail service. Some of them, however, are saving an additional business day in the country of destination by paying the foreign special delivery fee which insures expeditious delivery abroad. The countries having a reciprocal agreement with the U. S. are: Austria, Australia, Belgium, Canada, Cuba, Czecho-Slovakia, Denmark, Finland, France, Great Britain and Northern Ireland, Germany, Hungary, Irish Free State, Italy, Japan, Lithuania, Netherlands, Norway, Panama, Poland, Portugal, Sweden and Switzerland.

Parcel Post Exports

American goods sent abroad by parcel post to overseas markets is steadily increasing, and in 1926 totaled $27,976,858, including leather novelties, fountain pens, pencils, books, etc., the figures being based on commercial shipments of $25 or over, and take no account of large quantities of packages below that value or of shipments direct to consumers, or of the sample trade. Fountain pens totalled $1,160,108; pencils $394,676, etc.

Dr. Julius Klein, Director of the Bureau of Foreign and Domestic Commerce, said that these figures are indicative of the fact that many inland merchants and manufacturers of articles lending themselves to exportations by mail are finding profitable foreign outlets for their products, since many of the packages included in these shipments originated in cities removed from the seaboard.

Cuban Sales Tax

Those interested in doing business with Cuba should observe the new sales tax legislation now in effect in that country, complete details of which may be procured from the Division of Commercial Laws of the Department of Commerce (Mitchell B. Carroll). Special Circular No. 139, contains the text of Presidential Decree No. 2008 and Order No. 463 of 1900, regarding the 8 per cent profits tax, now in force.

Trade Routes for Business Interests

A. C. Dalton, president of the Emergency Fleet Corp., U. S. Shipping Board, calls attention of American business men to a new publication of the corporation designed to furnish ready information on trade routes and shipping services.

Oriental Trade Improves

The total trade of the United States with the countries of the Orient showed a marked improvement during 1926 as compared with 1925, representing a gain of 15 per cent, in spite of keener European competition and general financial stringency in oriental countries during much of the time, and increased tariffs in some countries.

Rebholtz Promoted in Underwood Ranks

J. C. Rebholtz, manager of the Salt Lake City office of the Underwood Typewriter Company, has been made manager of the Portland, Ore., branch of that company.

J. P. Greaves has been appointed by Mr. Rebholtz as manager of the Underwood sub-branch at Salem, Oregon. Mr. Greaves was transferred from the Salt Lake City office where he was in the sales department under the direction of Mr. Rebholtz.

Gotham Stationery Concern in New Location

On March 1 the Hamilton Company, wholesale stationers and printers, dealers in office supplies, paper goods, etc., opened at 565 Broadway, corner Prince street, New York.

Inside Dimensions—9¾" wide, 14¾" long, 2" deep.

Send for a complete price list and catalog of FOX Fast Selling Specialties.

Going Big!

THE new FOX Desk Tray is proving to be a sensation. It fills an urgent need in every office. Beautiful, durable, well made. Cover conceals private correspondence and acts as paper weight. Bound in genuine leather Colonial Crush Grain in red, blue, green and vealskin.

LIST PRICES

No. 147-C—Red	$15.00
No. 147 —Red without cover	10.00
No. 147-C—Blue	15.00
No. 147-C—Green	15.00
No. 147-C—Vealskin	15.00

Trays can be furnished with or without cover.

Fox rich, attractive cushions are consistent big sellers. This beautiful cushion is covered with velour. Made either felt or sponge rubber filled. Available in green, blue or brown.

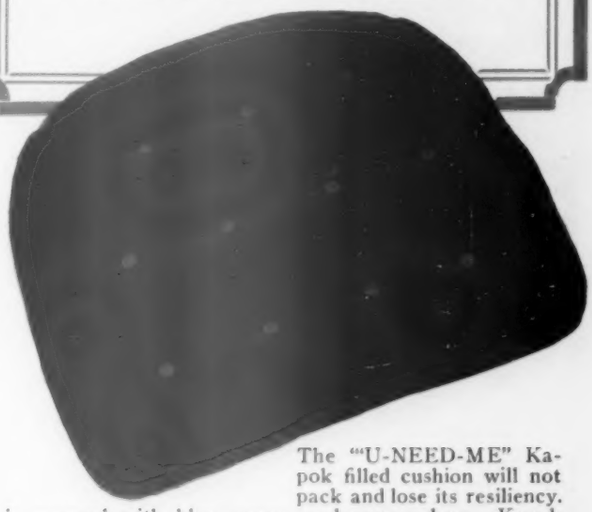
LIST PRICES

Felt Filler

No. 2003-A. 16½" x 18¾"	$3.50
No. 2003-B. 16" x 17"	3.00

Sponge Rubber Filler

No. 5 Large	$4.00
No. 4 Medium	3.75
No. 3 Stenographer	3.50



The "U-NEED-ME" Kapok filled cushion will not pack and lose its resiliency. It is covered with blue, green or brown velour. Kapok filling is two inches thick. Tufted. Excellent material and fine workmanship. Made in two sizes.

LIST PRICES

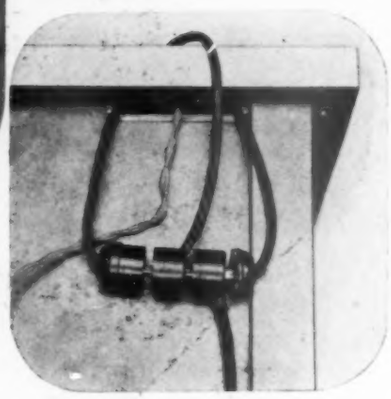
No. 2002-A. 16½"x18¾", $5.50 No. 2002-B. 16"x17", $5.00

(Specify color desired)

Geo. E. Fox & Company
325 W. Ohio St. — *Chicago*

"U-NEED-ME"

Closeup of rear of desks showing push plug connection between desks as well as the placing of phone box, waste basket, and dictaphone cylinder rack. Desks separated in photo to afford clear view.



Close up of conduit which extends through the desk and carries telephone, dictaphone, buzzer and other wiring.

A "big office" metal desk that is a complete business unit in itself!

This desk was developed for a mammoth manufacturing corporation which has already placed orders for over 3000. It is now offered as standard construction and being produced in enormous volume.

Four in a row end to end

Each desk is a complete unit in which a built in conduit carries the wires for telephone, dictaphone, buzzer, etc. This makes possible the connecting of as many desks as desired end to end and coupled to the adjoining desk by means of push plugs. Thus one base or floor connection supplies electric current for the entire group.

The drawers are completely interchangeable

This means not only that all drawers are interchangeable in each desk, but that all drawers fit all desks. This important feature permits the moving of an occupant or a department by simply changing the drawers.

Many other practical utility features are built into this desk.

The telephone box is concealed in the rear of the center space free from knee interference.

A metal waste basket which is easily detached for emptying, also is suspended in the rear of knee space.

The conventional sliding shelf has a glass top for tabulations and memoranda.

A detachable cylinder rack containing suitable compartments for seven cylinders hangs snugly against the side at a convenient point.

A convenience drawer carries a convenience tray for pens, clips, pencils, etc.

A stationery tray with 12 sloping compartments to fit the pedestal drawer in the stenographer's desk.

JAMESTOWN METAL DESKS

A great merchandising opportunity

Throughout America there are thousands of "big businesses" whose desk equipment needs parallel those for whom this "big office" metal desk was developed.

These companies are live prospects and their orders mean large and continuous profits to the dealer.

The Jamestown Metal Desk Company desires dealers of brains and vision to act as exclusive selling agents and to that end will welcome requests for further information.

Beautiful, strong, quiet, fireproof. No bolts, screws or angle irons used. The patented knockdown construction permits economy of shipment and storage.

JAMESTOWN METAL DESK CO., JAMESTOWN, N. Y.

Revell One of the Founders of New Bank

Alexander H. Revell, Jr., president of the house of Alexander H. Revell & Company of Chicago, is one of the founders of the new Congress Trust and Savings Bank of Chicago, which opened its doors on April 28 in the only section in the downtown district of Chicago unoccupied by a bank. This district adjoins the loop on the south and within the district is situated the great three-thousand-room Stevens hotel which will be opened May 2. This it is said is the largest hotel in the world.

Ernest J. Stevens, builder of the hotel, is also one of the founders of the bank. Associated with Mr. Revell and Mr. Stevens are other men of considerable importance in Chicago.

Tulsa Remington Office Doubles Space

The Remington Typewriter Company, 215 South Boulder, Tulsa, Okla., have recently doubled the size of their office and showroom, and have installed an indirect lighting system; some new fixtures have been added and the showroom has been newly decorated.

C. A. Swink, the manager, says business on the regular standard machines, The Noiseless and the portable, is satisfactory and that the electric Remington is also proving popular among Tulsa business men.

The newspapers are scanned closely by the selling staff for prospects, which are found often enough to make the time well spent.—H. G.

Remington Exhibit at Rochester Business Show

The illustration which accompanies this item is of the combined display at the Rochester Business Show conducted by the Rochester Chamber of Commerce, of the Remington Typewriter Company and the North East Electric Company, the latter concern being the manufacturers of the drive mechanism used on the Remington Electric Typewriter. The Remington exhibit consisted of all the various machines of the Remington typewriter line, but principally featured was the Remington electric by reason of the fact that the drive mechanism is a Rochester product, and this prominence seemed appropriate.

COMBINED EXHIBIT OF REMINGTON TYPEWRITER COMPANY AND THE NORTH EAST ELECTRIC COMPANY AT THE ROCHESTER BUSINESS SHOW.

The North East Electric Company likewise exhibited a line of their products which included practically all kinds of electromotive equipment.

Klines Return from Winter in Florida

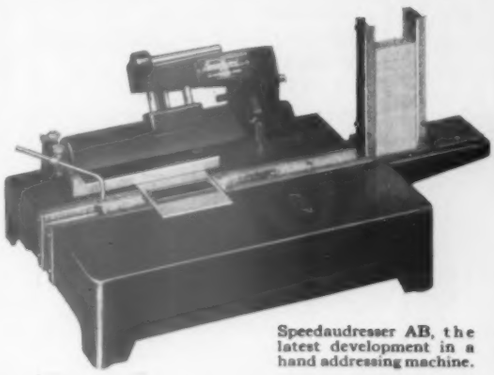
Mr. and Mrs. Fred Kline of the American Clip Company, Long Island City, New York, recently returned to their Long Island home after having spent the winter in Florida. They made their headquarters in Tarpon Springs and spent a very delightful winter. They motored both ways. Both returned in fine health.

Speedaumat

is serving:

La Salle Ext. University	Coca Cola Company
Ford Motor Car Company	Rubber City Mfg. Company
Kalamazoo Stove Co.	Curtis Publishing Co.
Prest-O-Lite, Inc.	Christian Science Monitor
New York Times	Pictorial Review
Chicago Tribune	International-Cosmopolitan

and many other satisfied users.



Speedaudresser AB, the latest development in a hand addressing machine.

SPEEDAUMAT has proved itself as the world's most economical addressing system. The hand machine pictured will carry a full line of attachments, and is adapted to all kinds of addressing. The address medium is a metal SPEEDAUMAT, only $6.00 per thousand blank, in minimum quantities. Complete motor driven equipment is available for the larger lists.

SPEEDAUMAT offers a big sales opportunity to representatives. Exclusive territories will be granted. There is a liberal provision for real earnings, and supply business on which commission applies, continues after initial sale.

Write and let us tell you all about SPEEDAUMAT and the possibilities in it for you.

Speedaumat
TRADE MARK
Addressing Machinery
INCORPORATED
2023-2033 WILLOW ST.
PHONE BRUNSWICK 7540
CHICAGO

More Business *for* YOU Through a Diversified Line of BUSINESS MACHINES

Confidential Wholesale Price List No. 350

Published and Distributed by

RELIABLE TYPEWRITER & ADDING MACHINE CORP.

IS NOW OFF THE PRESS

In It Are Represented Such Well Known Concerns Catering to the Dealer Trade as:

ADD-INDEX CORPORATION ..... **Grand Rapids**
Add-Index Adding-Listing Machines
MALONEY-GILMORE CO. ..... **Chicago**
Elliott-Fisher Billing Machines
M. C. JACOBS ADDING MACHINE CO. ..... **Cincinnati**
Burroughs Bookkeeping Machines
HEYER DUPLICATOR CO. ..... **Chicago**
Heyer Duplicator
THE FRUITT COMPANY ..... **Chicago**
Dictating Machines, Addressing Machines, etc.
E. F. GUERTIN CO. ..... **Chicago**
Ribbons and Carbon Paper
ARLAC DRY STENCIL CORP. ..... **Pittsburgh**
Arlac Dry Stencils
AMES SUPPLY CO. ..... **Chicago**
Parts and Supplies
RELIABLE TYPEWR'TR & ADD. MACH CORP. ... **Chicago**
Typewriters, Adding-Calculating Machines, Checkwriters
A. J. THOMAS CASH REGISTER EXCHANGE ... **Chicago**
Cash Registers, All Makes

You are now enabled to practice DIVERSIFICATION to its nth decree. Increase your business, your volume, through diversification; decrease your overhead expense.

CONFIDENTIAL WHOLESALE PRICE LIST No. 350 will quote FACTS AND FIGURES! Prices, terms, etc., at your finger tips. No longer will you have to write in or telegraph for information, with its resultant loss of time and, possibly, sales. You can readily see the advantages of having this valuable information before you when you need it. Send for your copy TODAY!

REGISTER Your Name with RELIABLE today! Don't overlook this opportunity to get MORE PROFITABLE BUSINESS. DO IT NOW!

RELIABLE Typewriter & Adding Machine Corp
"All That the Name Implies"

170 West Washington Street, Chicago, Ill., U. S. A.

Crown Office Supply Co. Opens at Chicago

The Crown Office Supply Company, Inc., has opened on the third floor, 9 North Franklin street, Chicago, Ill. A general office supply and stationery business is conducted, specializing on loose leaf devices. The company is exclusive distributor for the Crown Ribbon & Carbon Manufacturing Company, Rochester, N. Y., and also does a printing and engraving business.

This business was organized by Reuben V. Arvey, S. M. Zenner and Arthur Linn. Mr. Arvey had been manager at Chicago for the Crown Ribbon & Carbon Manufacturing Company. He was with that organization prior to the war. On his return to Chicago from military service, Mr. Arvey engaged in the stationery business. Later he resumed his connection with the Chicago branch of the Crown Ribbon & Carbon Manufacturing Company, becoming manager several years ago.

Mr. Zenner has been engaged actively in the stationery business since 1916. Mr. Linn was formerly treasurer of Geo. F. Nixon & Company, Chicago realtor.

Globe-Wernicke Company Announce Interesting Steel File

The Globe-Wernicke Company of Cincinnati, Ohio, recently sent out a beautiful poster in colors, presenting the advantages of the "4-file." This is built of steel throughout and has four full depth 26¼-inch drawers built to last. They are riveted and welded together, gliding on easy-sliding roller-bearings. The "4-file" contains 106 lineal inches of actual filing space. This they say places a real low price on filing capacity, since the file lists at $42. The file is finished in olive green egg shell enamel baked on. The hardware is of bronze richly contrasting with the olive green of the body finish. The new "4-file" is made in two sizes—No. 9841 vertical letter file and 9842 vertical cap file. It can be finished in walnut and mahogany for a small extra charge and a small extra charge is also made for automatic locking device.

New Line of Rolls for Memo Pads

The Central Paper Company, manufacturers of paper products, Menasha, Wisc., announce to the trade a new product consisting of standard rolls to fit desk memorandum roll holders. The rolls are 3-15/32 inches wide, the 1/32 less then half an inch giving clearance on spools

NEW QUALIFIED MEMO ROLLS.

3½ inches wide. These rolls are made from an excellent quality of paper, suitable for pen or pencil. They are put up six rolls to the box and twelve boxes to the shipping carton. The company will be glad to supply any other or further information desired.

Bradshaw Heads G. O. E. C. at San Antonio

A. E. Bradshaw has been appointed manager at San Antonio, Tex., by the General Office Equipment Corporation. His headquarters are at 505 Gunter building. Mr. Bradshaw had been office manager at Atlanta, Ga., prior to the change.

New! SPEED MODEL B

SAFE-GUARD

CHECK WRITER

COMPLIES WITH NEGOTIABLE INSTRUMENT LAW

The Safe-Guard Check Writer writes the amount in words only, thereby complying with the Negotiable Instrument Act.

The sample of Safe-Guard's work shown below gives an idea of the complete protection offered.

The new Speed Model B Safe-Guard Check Writer is the FASTEST word check protector ever offered to the public.

Safe-Guard mechanically protects both payee name and amount line—writes the amount in words.

Further Information Without Obligation

Some choice territories still open for capable distributors and salesmen.

SAFE-GUARD CHECK WRITER CORPORATION

3 BEEKMAN STREET **NEW YORK, N. Y.**

SMITH PREMIER

Smith Premier Superiorities—One and two

(First of a series of Smith Premier "Reasons Why")

1—Cushion-like Touch

2—Type Bar Segment Shifts

Cushion-like Touch makes typing a delight. There's a fascination in operating a new machine—with the Smith Premier the touch always "seems like new." And light fingers make light of work when the light touch Smith Premier is the machine in use.

Type Bar Segment Shifts for capital letters instead of the usual shift in the carriage. Thus the carriage performs one less duty, and in wider carriage machines the additional weight to be shifted is eliminated, lessening fatigue and increasing speed.

Two Smith Premier "enjoyments," these! Ask to see them.

Smith Premier Typewriter Company
376 Broadway New York, N.Y.
U. S. A.

SMITH PREMIER

Local Notes from Los Angeles

C. C. Cobb of Toledo, Ohio, general manager of The Conklin Pen Company, recently visited Los Angeles, timing his return trip so that he could be in San Antonio, Tex., at the meeting of the stationers in that city. He was accompanied by Mrs. Cobb. They came out through the Panama Canal, visited the western sales offices at San Francisco, and spent some time in Los Angeles, where they visited Mr. and Mrs. E. R. Manning. Mrs. Manning is Mr. Cobb's sister.

* * *

George Blackman, local representative of the Parker Pen Company, who claims residence in Mayor Will Rogers' city of Beverly Hills, is a new field member of the National Association.

Another new field member is Harry F. Homer of the Esterbrook Steel Pen Manufacturing Company, who registers from South Pasadena. Mr. Homer recently returned from a trip through the western states and reports good business.

* * *

George Wolcott of the Irving-Pitt Manufacturing Company was a recent Los Angeles visitor and showed the new Vi-Dex his firm is marketing. Mr. Wolcott came west through Arizona, in which state he reports conditions to be the best they have been for many years. Good rains have fallen, insuring plenty of water and the mining interests are experiencing some new developments.

* * *

C. C. Carpenter, vice-president of the Wilson-Jones Company, was a recent visitor to the Pacific Coast. He was met at San Francisco by James H. Davison, western manager, and will be shown over the state, visiting as many of the company's customers as limited time will permit.

* * *

A. S. Alfred, who represented the George B. Hurd Company on the road for over forty years, celebrated his eightieth birthday on March 22. He resides in Los Angeles and his friends will be glad to know that he is well and happy. Mr. Alfred retired four years ago and still gets a lot of pleasure out of life. He enjoys fishing, telling good stories and visiting with his old friends formed in the days when he was on the road. He lives at 1500 West Ninth street, Los Angeles. On his retirement he was succeeded by Hubert R. Boyce in the western territory.—J. E. H.

Chicago Stamp Man Suffers Acute Rheumatic Attack

John Meyer, secretary of the Chicago Stamp Club, son of the senior member of the firm of Meyer & Wenthe, and himself also a member of the company, was recently laid up with an acute attack of inflammatory rheumatism. His physician removed his tonsils and then sent him to Waukesha, Wis., where he spent some weeks taking the mud baths.

Friends of the Meyers will be glad to know that the young man has now practically recovered.

Hunt Pens Receive Gold Medal

At the recent Sesqui-Centennial Exposition in Philadelphia, the C. Howard Hunt Pen Company of Camden, N. J., was awarded a gold medal for excellence in pen manufacture.

In 1904, only a few years after the organization of the company, at the St. Louis exposition and world's fair, the company was awarded a gold medal for pens. This makes two gold medals which this company has taken for its product at important national exhibitions.

EXCLUSIVELY THRU DEALERS NATIONALLY

TERRITORY NOW BEING ASSIGNED

STENOGRAPHERS CHAIR No. 1

INTRODUCING THE NEW

Eff & Cee Line

OF CHAIRS

—PATENTS APPLIED FOR—

WRITE TODAY FOR PRICES AND TERRITORY INFORMATION

THE LINE COMPRISES THE GREATEST INTEREST COMPELLING SALES POINTS IN USE TODAY.

EVERY PROGRESSIVE AMERICAN BUSINESS MAN IS INTERESTED IN THE STORY OF HOW PRODUCTION AND EFFICIENCY CAN BE INCREASED THROUGH SCIENTIFICALLY CORRECT SEATING.

A CHAIR FOR EVERY SEDENTARY OPERATION

YOU CAN EASILY DOUBLE YOUR CHAIR PROFITS WITH THIS LINE

THE FRITZ-CROSS COMPANY

OLD WEST

Eff & Cee Line

EFFICIENCY EQUIPMENT

F&C

HAMM BUILDING ~ SAINT PAUL ~ MINNESOTA

Crown Made Means Quality Made Typewriter Ribbons and Carbon Papers.

Our trade mark stands for good service intelligently rendered by all who sell our products.

We desire only high grade and responsible stationer, office supply and individual distributor connections. Our dealers and distributors may have exclusive representation in their respective cities and territories.

If you are not now selling CROWN PRODUCTS, you should write for full particulars as to the profit making possibilities of this line.

For more than a quarter century, CROWN PRODUCTS have been making "good impressions."

CROWN

RIBBON & CARBON MFG. CO.

Rochester, N. Y.

U. S. A.

Prominent Stationers and Wives Enjoy Trip

Mr. and Mrs. A. J. Walker of the Farnham Printing & Stationery Company, Minneapolis, and Mr. and Mrs. Harry Horder of Horder's, Inc., Chicago, spent a couple of weeks at Hot Springs, Arkansas, during April. Weather conditions were perfect and the trip was thoroughly enjoyable. Mountain climbing, golfing and bathing were the principal recreations.

New Company at Kingsport, Tenn.

The Franklin Printing and Office Supply Company is the name of a new concern recently organized to take over the business formerly conducted by the Blankenbecler Printing Company at Kingsport, Tenn. E. B. Blankenbecler is president and local manager. The company will continue the printing business and will engage actively in the handling of stationery, office supplies and office equipment. The store will carry filing furniture, loose leaf devices and other items appropriate to a modern commercial stationery store.

Automatic Issues New Steel Filing Equipment Catalogue

Catalogue No. 27 of the Automatic File & Index Company of Green Bay, Wisc., will be ready for distribution about May 1. The company states that it is to be an attractive twenty-four page book in three colors, showing the completed and perfected lines of Automatic steel filing equipment and the two new lines of Afico steel files, including a new five-drawer unit.

Copy of this catalogue may be had on request.

George Frank Returns to Manila

George Frank of Frank & Company, Manila, Philippine Islands, left New York on April 9 for his home in the Islands. Mr. Frank has been in this country for several months, during which time his company suffered a fire which fortunately did not include the warehouse. The premises and stock were fully insured and the company is prepared to go ahead aggressively as before.

Mr. Frank is taking back with him the exclusive representation for the Philippines of the Diamond Ink Company; Portable Adding Machine Company; Woodstock Typewriter Company; Steel Equipment Corporation; The Toledo Metal Furniture Company; Mabie Todd & Company; Postindex Company; F & E Checkwriter Company; Heyer Duplicator Company, and the Beck Duplicator Company.

Hoagland Returns from Trip Abroad

Warren Hoagland, foreign sales manager of the L. C. Smith and Corona Typewriters, Inc., Syracuse, N. Y., recently returned from an European trip. He sailed on November 24, 1926, and returned about April 1. He visited France, Spain, Portugal, Italy, Germany, Belgium, Switzerland, Austria, Czechoslovakia, Poland, Holland and the British Isles. Mr. Hoagland found a much more optimistic tone and greater business activity and confidence in nearly all countries than he obtained when he visited Europe in the summer of last year. He notes with some amusement that he spent twelve nights on sleeping cars while abroad and stopped at twenty-eight different hotels. He was on the edge of the preliminary activities of the Portuguese revolution, was present during the Lisbon earthquake and was on the boat, "The Maid of Kent," when she crashed into some block ships in the English Channel. Mr. Hoagland spent the Christmas and New Year holidays on the Riviera. He met President Ford of his company in England during the trip and spent a short time with him.

Gladstone

This new suite, through its grace and dignity of design, lends itself ideally to the new era of the "Gracious Office" which the present age is sponsoring

WALNUT

The Wood of Supreme Distinction

Leopold Desks

LEOPOLD DESKS
BUILT ON HONOR
BURLINGTON, IA.
ESTABLISHED 1873

A Retail Store that Knows its Market

and gets a large repeat business by mail advertising to a classified list of customers and prospects.

the typewriting MULTIGRAPH

How a Multigraph Sells Dr. A. Reed Cushion Shoes in Cleveland

Mr. W. R. Caldwell, President of the retail concern which handles these shoes at 1930 E. 6th St., Cleveland, tells the story.

"Speaking broadly, our chief problems are: (1) Who has the purchasing power to buy Dr. A. Reed Cushion Shoes at from $10.00 to $15.00? (2) How many people of this buying power are there in the city of Cleveland and how many of them may buy or need our shoes? (3) Where, geographically, do they live? (4) Through what avenues can we reach these people with advertising and sales messages? (5) By what kinds of messages can we influence these purchasers to buy our shoes? Now, in order to solve these problems, I am going to offer 'Direct-Mail Advertising.' In fact, I believe direct mail is the only solution from an economic standpoint.

Advertising to the Right Persons at the Right Time

"If you want to advertise men's comfort shoes, you don't have to tell the girls about it. If you want to advertise the newest creations in ladies' footwear for spring, you don't need to tell all the men in town about it. If you have a lot of farming implements to sell, why tell it to people that live in apartments, that probably never saw a farm and couldn't take them if you gave them all you had free? Why not tell the people that can use them? Certainly that is plain common sense.

A Classified Mailing List

"Our mailing cards show the date, stock number, size and width, salesman's number and price of each purchase. These cards are filed alphabetically into different files, namely, Men's City—Men's Out of City—Women's City—Women's Out of City—Active and Inactive. Our addressing files correspond with our records, so that we can select any class of customer to whom we wish to send advertising at any particular season. It is remarkable what you can do in a small office with the aid of the Multigraph and modern addressing and visible indexing equipment.

"It takes a lot of hard work day in and day out, because you can't get the facts without working to get them, and I honestly believe this is one reason why direct-mail advertising hasn't been used more successfully by the average store."

Mr. Caldwell's story is unusual because of the very efficient way in which he has built advertising on knowledge of distribution. It is not unusual in so far as direct-mail success with the Multigraph is concerned. Any of our offices can give you many examples—in big business as well as small business.

THE AMERICAN MULTIGRAPH SALES COMPANY, 1836 East 40th Street, Cleveland, Ohio

(Also listed in telephone books of fifty principal cities)

If this plan is increasing sales for these representative dealers...

TOWER BROS. STATY. CO., NEW YORK: *"We sell Oxford Filing Supplies to the largest corporations... in competition with many other makes."*

ROCHESTER STATY. CO., ROCHESTER, N.Y....*"has enabled us to develop and build up a much larger business in filing supplies than has ever been enjoyed by us before"*

H. S. CROCKER CO., LOS ANGELES: *"Our sales materially increased each month on a more profitable basis."*

JUST & SON, CHICAGO: *"We have realized an increase in sales of one hundred per cent."*

...doesn't it seem logical that it can do the same for you?

THERE is a definite plan behind the Oxford line which aims at a sound and substantial sales growth. Through our specialization on filing supplies exclusively during the past 18 years, we have fashioned this plan. Every factor has been carefully studied and fitted into the whole.

Send for details of this

Oxford

Public preference as to quality and grades has been considered, also the dealer's problems of distributing so that the line will sell readily on the first order and bring the customer back for more.

This plan is working out well for the dealers mentioned above and many others. May we tell YOU more about it?

SELLING PLAN

Oxford Filing Supply Co., 500 Driggs Avenue, Brooklyn, N. Y.

Kindly send me full details of your special merchandising plans for dealers.

Name _____ *Store* _____ *Address* _____

OXFORD FILING SUPPLY CO., 500 Driggs Ave., Brooklyn, N. Y. *"Filing Supplies Exclusively."*

R. J. Freeman Heads Important Office for Taylor Chair Co.

Roland J. Freeman is now manager of the New York office of The Taylor Chair Company of Bedford, Ohio. Mr. Freeman's connection with The Taylor Chair Company really began back in 1909 when he worked in the factory during school vacations to earn his spending money. At the end of his school years and after a varied

R. J. FREEMAN.

career of which two years were spent in the United States Army during the World War, one year of which time he was attached to the Italian Army, he again became associated with The Taylor Chair Company traveling the extreme middle Western states selling office, and at that time, household chairs. When the company ceased to manufacture household chairs, there being little or no field for office chairs in the territory which Mr. Freeman had been covering, he was given the Southern states and was thus "in" on the latter part of the frantic season in Florida when freight cars could not be had for Florida shipments and hitherto unheard of ways of transporting furniture were called into existence.

Early in the Fall of 1926 The Taylor Chair Company felt the need of a New York office with a resident representative and chose Mr. Freeman to take charge of this territory, where his conscientious and consistent efforts on behalf of his company are already showing results in what is generally known as the hardest section of the country in which to gain a foothold and sell furniture. His office is at 18-20 West Thirty-fourth street, New York City; telephone Pennsylvania 7675.

Roland J. Freeman, by the way, is the son of John Freeman, first vice president of the Taylor Chair Company. The senior Mr. Freeman has been with the company over fifty years, starting at the bottom and working up. He commenced in the shipping department, then became bookkeeper, office manager and treasurer. He was on the road, traveling the territory from coast to coast, until he attained the position he now holds.

Office Appliances suspects that Mr. Freeman is proud of the fine record that his son is making.

Portland Ribbon and Carbon House Re-elects President

The annual stockholders' meeting of the Stenno Ribbon & Carbon Manufacturing Company of Portland, Oregon, was held in the offices of the company on Monday, March 21. At this meeting George L. Koehn was re-elected president of the corporation.

Yes, This is 1927

Methods of "Centennial" days are outworn

IN A world transformed by invention some outworn practices survive. Pen-written letters seldom are used in business today—but how many still are written first in pencil and then on the typewriter! And THAT is an outworn practice which strikes at the very heart of efficiency!

These expensive, time-wasting methods of "shorthand" are neither short nor handy. That is why so many modern offices are equipped with Dictaphones. No office instrument invented since the telephone has saved business men and women so much time.

But remember this: a dictation machine with any other name is NOT a Dictaphone.

Aids Secretaries, Too

Much as The Dictaphone helps the executive, it aids the Secretary more by giving her a machine which frees her from the job that makes HER a machine — that of mere mechanical note-taking — it permits her to do more interesting and constructive, even executive, work.

Dictaphone Territories Still Available

Some desirable sales territories in Europe and elsewhere are still open for Dictaphone representatives. Rapid increases in Dictaphone sales at foreign trade centers indicate that modern business requirements are world-wide and the value of The Dictaphone is being recognized everywhere. These fields offer money-making opportunities of exceptional promise.

DICTATE TO

THE DICTAPHONE

REG. U. S. PAT. OFF.

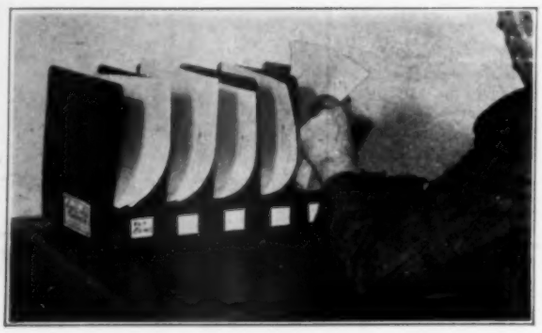
and double your ability to get things done

DICTAPHONE SALES CORPORATION

154 NASSAU STREET NEW YORK CITY

Cable Address: Dictaphone, N. Y. Code: Bentley

The Complete Desk File

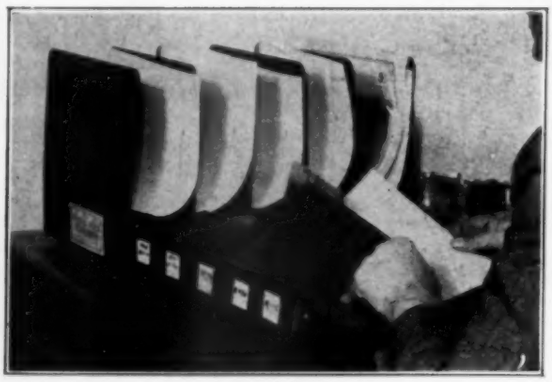


An Ideal Sorter and Distributor is

System-Aid

PATENT PENDING

And it is also an Ideal Desk File



A Space Saver—2 in 1

The compartments can be adjusted to any space desired. Made of high grade furniture steel, neatly finished in olive green, oak or mahogany. It sells on sight.

Made by

JOSEPHSON MFG. CORP.

622 BROADWAY NEW YORK

Manufacturers of

Utility Expansion Files Fibretex Expanding Wallets
Fibretex File Pockets, Containers, etc.

PASSED AWAY

George Mertes

George Mertes, chief inspector of the Dalton Adding Machine Company at Los Angeles, passed away following an operation for appendicitis on Monday, March 28. He was on the job late Saturday evening, March 26, the concluding night of the business show, checking up machines and equipment to be returned to the office. The following evening he was suddenly stricken with an acute attack of appendicitis. He was rushed at once to the Osteopathic hospital, where he passed away at 10:50 on Monday morning.

Mr. Mertes was born October 2, 1899, and received his early education in the public schools of San Franciso, where his parents still reside. He came of California stock and he himself was a native son, having been born at Berkeley, Calif. His first experience with the Dalton Adding Machine Company was in San Francisco where he started out as an apprentice about eight years ago. He soon developed a positive genius as a field mechanic and repair man and was rapidly promoted until he received the appointment as chief inspector in Los Angeles in 1924.

Profound sympathy is extended to Else Dorris Mertes, his wife, who with four children, three sons and one daughter, survive.

✣ ✣ ✣

George H. Fuller

A veteran of the office furniture business passed away at his home, San Mateo, March 26, when George H. Fuller died at the good old age of eighty-six years. A veteran of the Civil War, he came to California with his brother in 1876, and for the first year they were together in the firm of Heywood Brothers & Company. The next year George H. Fuller withdrew and started the George H. Fuller Desk Company in a small basement on New Montgomery street. Later this was removed to Mission street, where it remained until 1908 when it was amalgamated with the Rucker Desk Company, under the name of the Rucker-Fuller Desk Company. Mr. Fuller then retired from the business. Probably no firm in the country was better known, in its time, than was the George H. Fuller Desk Company. At one time it was a manufacturer of desks but in later years discontinued this end of the business, and served as agent for many of the best lines. The Rucker-Fuller Desk Company, on Mission street, is still one of the leading firms of its kind in the city.

The late George H. Fuller leaves one son, George C. Fuller, who is engaged in business in Brooklyn, N. Y.

✣ ✣ ✣

John M. Staunton

John M. Staunton of the home office staff of the Remington Typewriter Company, passed away on March 10 at his late home in Brooklyn, N. Y.

In September he underwent a serious operation. He was confined for several weeks in a hospital and never completely rallied from its effects.

Mr. Staunton entered the employ of the Monarch Typewriter Company in March, 1906. He came with the Remington Typewriter Company at the time of the consolidation of the Remington, Monarch and Smith Premier sales organizations in 1912. For several years he traveled for the supplies department. He was then made purchasing agent for the home office, acting in that position for a

Illustration Actual Size

Ask These Stationers What They Think Of The Executive Desk Knife

Ask how they sell—how hundreds of dealers have placed the one-dozen display card on their counters—and have re-ordered in less than 2 weeks—for the New Executive Desk Knife sells to every man who works at a desk. Order a dozen—displayed on this colorful, attention-compelling display—place them on your counter for quick sales and long profits.

The Executive Desk Knife is not a "novelty"—it is a quality knife throughout—substantial and sturdy. Blades are high-carbon steel—paper knife heavily plated and polished. The 18% nickel bolsters enhance the appearance of the attractive, unbreakable "Permaloid" handles which are securely riveted to the brass lined knives. Perfect workmanship and quality materials make this a quality product.

Executive Desk Knives sell like hot cakes from this attractive counter display at the retail price of $1.25. Order direct or from these distributors:

A. C. McClurg & Co.	333 E. Ontario St., Chicago, Ill.
The Associated Stationers Supply Co.	201-215 N. Franklin St., Chicago, Ill.
The Stationers Corp.	Los Angeles, Calif.
H. S. Crocker Co., Inc.	Los Angeles, Calif.
Stafford-Lowden & Co.	Ft. Worth, Texas.
The Fort Wayne Printing Co.	Fort Wayne, Ind.

The Novelty Cutlery Co.

Canton, Ohio *Dept. 151*

First Appearance

of the NEW 800 line of

ORPIN DESKS

No. 843 S

More than distinctive appearance—not only will they attract a new and worth while trade, but they will give first-class service and live long. Beauty of design is a powerful sales influence of which any salesman should take full advantage, but responsibility to his customers for satisfactory performance and durability requires that he look well to the construction.

No. 860 S

In producing this new 800 line, we have made sure of its durability; every piece of wood, every glued or dovetailed joint is as dependable as that in the old, reliable ORPIN line. Genuine mahogany and walnut are used throughout. The design is readily matched from the regular stock of nearly every office chair manufacturer.

No. 860 T

Back of this new ORPIN 800 is an extensive line of seven distinct grades and the New England reputation for skill and conscientious effort. Beginning in 1874, this business has grown and improved the convenience and appearance of the product, at the same time maintaining a strict standard of quality. Dealers who have sold the line will comprehend the value of these new desks. The price rivals that of old models and makes possible a very good volume. Further information will be sent promptly on request.

No. 855 F

Orpin Desk Co.

121 Medford Street, Charlestown, Mass.

No. 843 F

No. 860 P F
Pedestal Typewriter

number of years until he returned to the supplies department in November, 1923.

* * *

Alex. G. Hug

Alex. G. Hug, who operated the Universal Roller Company at Chicago, passed away March 25. He was born at Cincinnati, Ohio, in 1858. Mr. Hug entered the typewriter field in 1891. He was one of the founders of the American Typewriter Exchange, and at one time sold the Williams typewriter in the Chicago territory.

The Universal Roller Company, which he operated at the time of his passing, was established by Mr. Hug, and gave platen recovering service to many of the typewriter dealers of Chicago and vicinity.

Surviving Mr. Hug are the widow, two sons and two daughters. Eugene A. Hug will continue the Universal Roller Company. He continues his connection with W. N. Fuller & Company, 188 North Market street.

* * *

Frederick S. Todd

Frederick S. Todd, cousin of L. M. Todd, president, and George W. Todd, treasurer of The Todd Company, Inc., passed away at Camden, S. C., March 29. He was spending a vacation in the Southern city, and became ill. Mr. Todd had been identified with several industries of Rochester, N. Y., and at the time of his passing was general manager of the Rochester Democrat and Chronicle. He was born at Williamstown, N. Y., June 29, 1865. Surviving are the widow, Mrs. Lydia Kenyon Todd; two daughters, Harriett Kenyon and Clarissa Todd; four sons, William R., Kenyon, Robert and Frederick S. Todd, Jr.; a sister, Miss Augusta P. Todd, all of Rochester.

Mr. Todd was esteemed highly in his community, and enjoyed the respect and admiration of his business associates.

* * *

Henry R. Curtis

Announcement has been received of the death of Henry Russell Curtis, president and director of Curtis 1000, Inc., 1000 University avenue, St. Paul, Minn. Mr. Curtis passed away on Tuesday, March 15, 1927. He was a man of large experience in the stationery industry and was widely known. His passing is a severe blow to his family and friends and to his associates. Office Appliances joins in extending profound sympathy.

The death of Mr. Curtis occurred suddenly on board the Steamship Franconia enroute from New Guinea to Java in the East Indies while he was on a pleasure cruise around the world. Mr. Curtis, although he had not been active in business for four years, was apparently in good health and spent most of his time traveling. Owing to the warm weather, Mr. Curtis and other passengers were in the habit of sleeping on deck. During the night of the 14th of March a heavy thunderstorm drove the passengers to their cabins. Mr. Curtis was taken with a dizzy spell, bringing on a heart attack and death six hours later. Funeral services will be held in New York City upon the arrrival of the Franconia early in June. Interment will be in Rock Island, Illinois.

Mr. Curtis was born in 1842 at Rock Island, Illinois, where he received his early schooling and then attended and graduated from the Massachusetts Institute of Technology. From there he went to West Point and was a member of the Class of 1882, but did not graduate. In that year he came to St. Paul and founded the Curtis Printing Company, one of the pioneer printing, stationery and bank supply houses of the Northwest. In 1911 he developed a new specialty in envelopes, which became nationally known as the Curtis fibre envelope. The envelope division of the

No. 671 LS

No. 671 TS

No. 631

No. 7206-28

No. 50-56
File Stool

No. 8500 "Postur" Chair

Dollars for Dealers
in Big Installations

Many big concerns—U. S. Playing Card, Doehler Die Castings Co., National Biscuit, etc.—use UHL equipment and there are many more, some of them in your own territory, who will soon put in this durable, handy, sanitary furniture.

UHL steel "Posturchairs" and Little Dandy typewriter stands are preferred in every office once their convenience, comfort and durability are tested. The expense of repair and upkeep is eliminated; operations are speeded up, there is more space available, more comfort and neater appearance.

Consider your advantage in handling such a line; introducing UHL equipment into an office is putting money into the boss's pocket. For factories, too, you have a profitable proposition. Better get the details—your request will have prompt attention. If you have not received our new catalogue and price list, write for it.

The Toledo Metal Furniture Company
1382 Hastings Street
Toledo, Ohio

UHL

Sales Jump--

as Automatic Filing Improvements are becoming known

Demonstrate Automatic Filing Advantages and then buyers will have no other.

Automatic "V" Expansion—add Convenience and Visibility, which speeds filing, prevents errors, reduces fatigue and increases usable filing capacity in less floor space.

Automatic Compression—protects records in less space, reduces fire hazard.

Send for Catalogs and investigate the difference. You now can have more than merely high quality for reasons to sell high grade equipment over the commercial grades.

The Automatic File & Index Co.
West 11th St. Green Bay, Wisc.
Complete central display at our Chicago Branch Store
40 So. Wells Street

Three Famous Desk Files—

The BIG LEADERS with progressive office outfitters. Every desk worker a live prospect.

Automatic Desk Cabinet in Steel—for Personal Efficiency. For individual or department matters, unfinished business, etc. — all instantly available within arm's reach.

AUTO-Desk File—on caster stand, opens like a book for instant reference.

The famous AUTO-Desk Combination. Helps organize desk work. Keeps desk top clear with all matters in good order.

business grew to such an extent that sub-envelope branches were established in Hartford, Conn. and Kansas City, Mo., to give better distribution. The firm name of the corporation was changed several years ago to Curtis 1000, Inc.

Mr. Curtis is survived by his son, Henry Curtis, formerly vice president of the company, who succeeds his father as president. He is also survived by three grandsons, two brothers and two sisters.

✣ ✣ ✣

Mrs. Flora I. Ritz

Mrs. Flora I. Ritz, widow of the late August N. Ritz, founder of the Diamond Ink Company, Milwaukee, Wis., passed away a few weeks ago at Milwaukee, Wis., aged seventy-two. Three daughters and a son survive.

✣ ✣ ✣

Maximilian J. Roth

Maximilian J. Roth, one of the oldest stationers of New York City, passed away March 29, aged eighty, after a prolonged illness. He conducted a store at 1495 Third avenue many years. Mr. Roth belonged to both the national and local stationers' organizations, but because of his advanced years had not been active in association affairs recently. The widow survives.

✣ ✣ ✣

Albert N. Parlin

Albert N. Parlin, officer of the former Library Bureau, passed away a short time ago at his home, Brookline, Mass. He was born at Everett, Mass., in 1848. The widow survives. Mr. Parlin became treasurer of Library Bureau at a comparatively early age, and was vice president at one time.

✣ ✣ ✣

Roy Clifford Wells

Roy Clifford Wells passed away some time ago at his home, Lynn, Mass. Mr. Wells was affiliated with the Wells Different Ink Company.

New Pencil Pad Holder

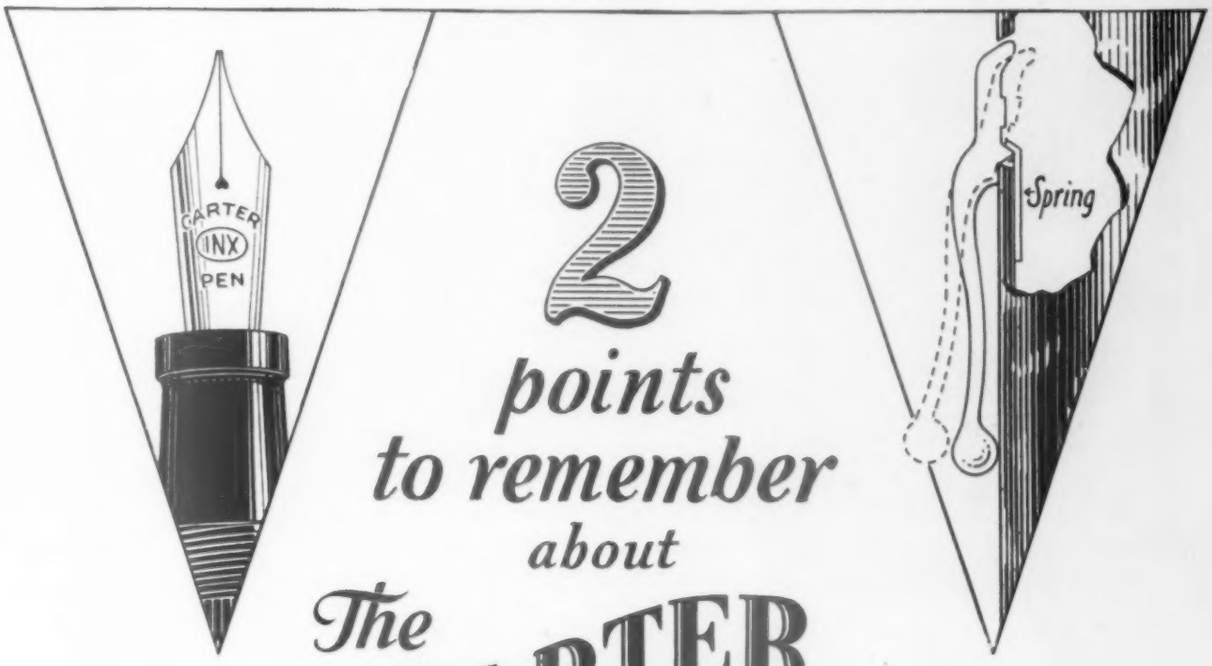
Keith Clark, Inc., 113 Leonard street, New York City, printers of the Work-A-Day calendar, announced a new pencil holder bound in imitation leather in red, green,

NEW PENCIL PAD HOLDER.

brown, black and blue. It contains 250 sheets of good bond paper. By means of a spring and chain the plate is always held where the user wants it.

The pad can also be supplied with bridge sheets in place of place sheets. These sheets are ruled to take care of four rubbers of bridge and the backs are ruled for ledger.

J. T. Morris, formerly located at 615 Bessemer building, Pittsburgh, Penna., is now St. Louis distributor for the Victor Adding Machine Company, 317 Olive street.



2 points to remember about The CARTER PEN

The Perfect Writing Instrument

It's a smooth writer, first of all. Osmiridium, that expensive combination of osmium and iridium gives a nib smoothness that makes writing a pleasure. It lets you think and write without fatigue. Osmiridium is one of the most durable metals so that a Carter Pen owner is assured of indefinite writing comfort.

Then there is the Carter Rocker Spring Clip which ends the curse of frayed pen pockets. Its ball point grips the pocket edge gently yet securely. It is the "clip with the grip" for it never weakens and it cannot break off because it is "built in" the cap—not merely fastened on. A Carter Clip on a Carter Pen is genuine pen insurance.

Besides these two, there are other attractive inducements to stationers featuring Carter Pens, for example, a short yet complete line, exclusive color combinations, liberal replacement policy, national publicity, and advertising and selling assistance.

A personal contact can do more justice to the proposition. The Carter representative will explain all details. But don't wait—write us so that we may introduce the proposition.

For blue-black inks sell Carter's Fountain Pen Ink or Carter's Ryto; for blue ink sell Carter's Blu-Rex.

THE CARTER'S INK COMPANY

MANUFACTURING CHEMISTS

ESTABLISHED 1858

Executive Offices and Factory

CAMBRIDGE C, BOSTON

Branch Houses: NEW YORK, CHICAGO. *Canadian Office and Factory:* MONTREAL

~For Good Safe Profits

you must first have a *good* line of *good* safes—a line broad enough and flexible enough to meet any safe requirement. That's the Steelcase line. Built in two grades—"Commercial and Underwriters' 'B' Label". The former meets all average office requirements: the latter affords an unusual margin of safety. Either type may be fitted with stock filing sections to meet individual requirements.

Steelcase Means Satisfaction

—satisfaction to your customer—satisfaction to you. Because it is considered as a permanent investment, a safe is hardly ever bought on an impulse. Careful investigation, slow consideration and minute checking of claims usually precede such a purchase. And that's why Steelcase wins! The more thorough the investigation the easier it is to sell Steelcase. From every standpoint— appearance, strength, security, adaptability of interior, cost and upkeep, Steelcase Safes are outstanding in their position.

Our latest Safe catalog is well worth looking over. It contains all of the information you will want to know. Send for a copy today, the results will surely prove worthwhile to you.

STEELCASE
Business Equipment

Found where Business Succeeds

METAL OFFICE FURNITURE CO.
GRAND RAPIDS, MICHIGAN

An Up-to-Date Ribbon and Carbon Factory

The Old Town Ribbon & Carbon Company of Brooklyn, N. Y., have just moved into their new concrete fireproof factory at Johnson and Prince streets, in the Manhattan Bridge Plaza. The new building is of daylight construction, permitting unobstructed daylight as far as possible

FINE NEW FACTORY OF THE OLD TOWN RIBBON AND CARBON COMPANY.

to penetrate into the production department. Wash rooms are provided with shower baths for the workmen and there are other modern comfort provisions. In planning the new factory the Old Town Company took into consideration every angle of convenience and efficiency. The location permits them to attend to city and railroad deliveries much better than in their old factory. Manufacturing is laid out in the most efficient manner. Raw materials enter the factory through freight elevators at one end, and after being converted into carbon paper and inked ribbons in a systematic manufacturing chain, the finished product leads to the freight elevator placed in the opposite corner of the factory. All auxiliary equipment, such as electrical devices, live steam plant, transmissions, etc., are new and there are many additions to the essential manufacturing equipment, including the carbon roll division which requires special machinery. Rows of steel bins to accommodate a large stock of standard types of carbon paper add to the facility with which orders are filled.

Valuable New Steel Furniture Catalogue

The Corry-Jamestown Manufacturing Corporation of Corry, Penna., has just isued a fine new forty-page catalogue describing and illustrating several grades of its regular four-drawer upright filing cabinets in steel, also counter-height steel units with and without linoleum tops, card index units, document file units, transfer cases, card index cases, roller shelf cases, wardrobes and cupboards, desks and tables.

A few pages are devoted to built-to-order equipment, such as bank installations, vault installations, etc.

The catalogue is conveniently arranged so as to present the desired information and illustrations without being loaded down with printed matter.

The size of the catalogue is eight and one-half by eleven inches. It is bound in a handsome cover made in imitation leather, with raised lettering ornamented in two colors.

A copy of the catalogue will be sent on request.

"Y and E" Brings Out No. 3 Label Holder

The Yawman and Erbe Manufacturing Company, Rochester, N. Y., has added a No. 3 label holder to its line of angular metal tab items. The No. 3 is three inches wide, previous items were Nos. 2 and 4. The new size is now available on No. 94 check file guides, in assorted positions on one-third cut. Letter, cap and bill size guides will be provided eventually with the No. A3 label holders.

I MADE $243.94 PROFIT IN ONE WEEK

I am an Office Supply salesman of average experience and ability, I have sold various lines of Office Supplies and Specialties. For several years I have been on the look-out for something on which I could build a permanent business that would bring repeat orders month after month, an article that would be easy to sample, easy to demonstrate, and would not require a large investment and the carrying of a large stock of merchandise.

I wanted something new, a new invention on which I would have very little competition and practically no sales resistance. Luck was with me when I heard of a proposition offered by the Phillips Ribbon & Carbon Company of 61 Halstead Street, Rochester, N. Y.

When I got their proposition on "Carbo-Graph," a new method of producing carbon copies, and on typewriter ribbons in the Philco Humidor, I thoroughly agreed with them that here were the only radical and worth-while improvements in carbon paper and typewriter ribbons in over twenty years.

I could hardly wait to get started, I knew that every office would welcome an opportunity to try the "Carbo-Graph" and was sure they would rather have a supply of typewriter ribbons on hand, factory fresh, in Philco Humidors, always ready for instant use, than to find that they only had a book of coupons on hand in place of the much needed ribbons, and then to have the trouble of filling out the coupon, mailing it and waiting for the ribbon to be delivered.

The "Carbo-Graph" I find, is the first successful carbon binder from both the user's and the manufacturer's point of view. I certainly was surprised at the profit I could make with the carbon binder, but was told by the factory that this was due to very large production made possible by high speed automatic machinery, each machine being capable of turning out fifty complete binders per minute regardless of how many sheets of carbon each binder may contain.

In addition to the "Carbo-Graph" and Humidor, there is the "Eraser Placer," another clever device that sells fast and helps me get other business, also carbon rolls pencil and regular typewriter carbon, Multigraph ribbons, etc.

I believe the Philco line of ribbons and carbon to be one of the most complete and easy to sell that the market affords. I am making more money with their line than I ever made in my life and if you are looking for an ideal proposition, write to the Phillips Ribbon & Carbon Company, Rochester, N. Y., and let them give you all the details without obligation. They will give you my name and address upon request.

ADVT.

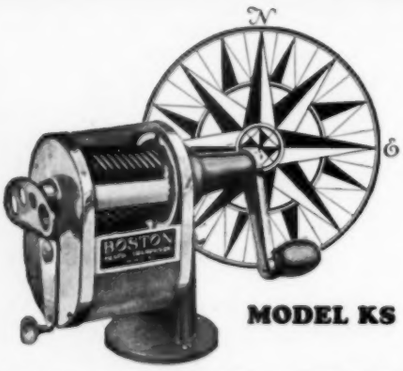
To Have and To Hold

HOLD the trade you have and boost your profit-sales by pushing this quality-made product. There's rapid turnover, sure-fire repeat sales and worth-while profit margin in

HUNT CLIPS

Of sure-grip spring-steel that holds its bright finish, Hunt Clips are packed 6 to each handsome box. Convenient to handle. Three popular sizes that retail at **25c, 35c** and **50c** the box.

C. HOWARD HUNT PEN CO.
Seventh and State Streets *Camden, N. J.*



MODEL KS

Pointing to **YOUR PROFIT**

HERE'S the model *Boston Sharpener* that's adapted instantly to every size pencil. And because it points them *well*—and customers know it—the best points of sales advantage for you are in the

BOSTON
PENCIL SHARPENER

Model KS—like all *Bostons*—is well made. Olive green frame, nickeled brass fittings; durable, tempered steel millers. And sales *plus* . . . at the easy-to-push retail price of **$1.50**

C. HOWARD HUNT PEN CO.
Seventh and State Streets *Camden, N. J.*

Parrot Speed Fastener Prices Reduced

Jack Linsky of the Parrot Speed Fastener Corporation, recently returned from an European trip in which he made a personal survey of the increased manufacturing volume on speed fasteners.

He states that the output has assumed gratifying proportions and that a price reduction has been made possible on the two speed fasteners known as Nos. 50 and 100, the former previously an $8.00 item now lists at $6.50 and the latter formerly $10 is $7.50. The models themselves remain unchanged mechanically and the same dealer discounts are still effective. It is expected that the lower prices will create a considerably larger volume of business for speed fastener distributors.

Lyon Basket Ball Team Makes Good Showing

The Lyon basket ball team, composed of young men of the office and factory of the Lyon Metallic Manufacturing Company, Aurora, Ill., made an excellent showing in the series closed last month. While they were unable to duplicate their record of 1926, when the cup of the local league was won, they were runners up this year. They played nine games in one week—contesting in two tournaments and the close of the factory league. After all of this playing the tired, but happy, boys of the Lyon organization were runners-up in the city championship tournament, made a splendid showing in the district tournament, and also in the factory league.

HUSKY BASKET BALL TEAM OF LYON METALLIC MANUFACTURING COMPANY.

New Confidential Wholesale Price List

The Reliable Typewriter & Adding Machine Corporation, 170 West Washington street, Chicago, has recently issued a confidential wholesale price list to the trade. This is known as No. 350.

The contents include: Add-Index adding-listing machines; adding-listing machines; adding-nonlisting machines; addressing machines; billing machines; bookkeeping machines; Burroughs bookkeeping machines; calculating machines; carbon paper; cash registers; check protectors; dictating machines; duplicating machines; Elliott-Fishers; envelope sealers; letter folders; miscellanous information; Mimeographs; Multigraphs; ribbons for typewriters and adding machines; stencils; Thorola radio; typewriters, standard and portable; typewriter parts, supplies, tools, platens, Ve-Po-Ad vest pocket adding machines.

The price list contains twenty-four pages and folds into a convenient size for the coat pocket. It gives prices as well as descriptions of all the lines listed.

1849

1927

Perfect Writing Properties

FLAWLESS writing surfaces have always been a conspicuous feature in the supremacy which BROWN'S LINEN LEDGER has maintained for several generations.

When a paper is selected by draftsmen for the finest of pen and ink work, it must have the *ultimate* in writing properties. BROWN'S LINEN LEDGER is extensively chosen for this purpose. Equally important, its remarkable surfaces are splendidly suited not only to pen and inks, but to all types of machine recording also.

In addition, this recognized standard among record papers has all the supreme qualities of L. L. BROWN products: Unquestioned permanence — maximum strength—complete immunity to discoloration and disintegration. For work requiring pen or mechanical recording which must endure *permanently*, use this 100% WHITE RAG paper, the logical choice.

L.L.BROWN MILLS are the *only* mills making ledger, linen and bond papers and using none but WHITE rags

L. L. BROWN PAPER CO.
Adams Mass.

New York *Chicago* *San Francisco* *Los Angeles*

L.L. BROWN'S

Ledger, Linen and Bond Papers

[SUPREME IN QUALITY SINCE 1849]

BROWN'S LINEN LEDGER *White, buff, blue*
ADVANCE LINEN LEDGER *White, buff, blue*
GREYLOCK LINEN LEDGER *White, buff, blue*
GREYLOCK LINEN LEDGER *with Brown's Flexible Hinge for loose leaf Books*
BROWN'S FINE *White, buff, blue, pink*
BROWN'S LINEN *Cream, blue; wove, laid*
ADVANCE BOND *White, buff, blue, pink*
GREYLOCK BOND *White*
BROWN'S LINEN TYPEWRITER PAPERS
ADVANCE AND GREYLOCK TYPEWRITER PAPERS
BROWN'S MANUSCRIPT COVERS

1849 1927

Stationers - - - Office Equipment Men Typewriter Dealers Make Big Profits on Underwoods!

No Investment---You Can't Lose

Every live dealer wants to make more money, and here's your opportunity—dealers everywhere are taking advantage of it. All you do is capitalize on the immense demands that we have created through our national advertising for Shipman-Ward Rebuilt Underwoods. Under our plan you do not need a typewriter department nor previous typewriter experience. The public knows them—and the public demands them.

Shipman-Ward Service Is the Only Complete UNDERWOOD Service

WHOLESALE

Our new confidential dealers' wholesale price list shows big reductions, especially in the Model No. 5. At present prices Shipman-Ward Underwoods will net you big profit and you can also get from $5.00 to $10.00 more for an Underwood purchased from us.

INSTALLMENT SALES

Our plan of handling installment typewriter business is making a tremendous hit everywhere with stationers, office appliance men, newspapers and typewriter dealers. The Shipman-Ward Dealer Installment Plan means more business without additional capital, which is the most profitable kind of business.

REBUILDING

We rebuild Underwood typewriters for our dealers. Every machine fully rebuilt in our own factory, the largest typewriter rebuilding plant in the world. We also exchange odd models and types for fast selling Pica 5s.

PARTS AND SUPPLIES

We can take care of your parts and supply needs for the Underwood. Quality—Highest. Service—Best. Prices—Lowest. A trial order will convince you.

The Proof Is in the Trying

Write for This Big Sales Plan NOW!

Shipman-Ward Mfg. Co.
1782 Shipman Bldg.
4401 Ravenswood Ave.
CHICAGO, ILL.

Please Send Us Full Details on Your Dealer Plan

Name..... Address.....
Town..... State.....

Eventually SHIPMAN-WARD REBUILTS—Why Not Now?

What the Stationers Are Doing in Toronto

J. S. Luckett, president of the Commercial Stationers' Association of Toronto, Canada, gives a brief but interesting outline of what his organization is attempting to do in that section.

The Toronto Association operates an exchange bureau, wherein slow goods or overstock are listed with a committeeman who sends out lists to all the members. This list also goes to the Montreal Stationers' Association, who send their list in return to the Toronto stationers. This exchange bureau has been a decided benefit in unloading old stocks or surplus stocks of goods.

The association also maintains a credit bureau whereby retail members exchange information with reference to slow, doubtful or bad accounts. This section has also done a great deal of good. The association's most recent venture is the establishment of what they term an extension course for salesmen. These meetings are to be held in the evening and will be open to the selling staffs, both outside men and store men, of all the members. The object is educational. Practical demonstrations and talks will be given by different members of the organization and perhaps by outsiders with the object of educating the selling staffs of the different members along practical lines. The movement has received the approval of the members, and it is believed will be a success.

The association's weekly meetings are being devoted to constructive talks given for the most part by members on different problems, such as window displays, stock arrangements, stock control, etc.

Remington Has New Sign at Miami

Situated directly between the old and the new causeways between Miami and Miami Beach a huge new electric Remington typewriter sign has just been placed in service. The old Remington typewriter sign was destroyed by the hurricane which swept Florida last fall.

The sign which was demolished was located on the roof of a low building, and was placed at such an angle as to be readable only from the old causeway. The new sign, however, has risen above its own supports and is placed practically at right angles with both the old and the new causeways and is readily readable from either. Size and location considered, there are few examples of outdoor advertising which are more effective than this one.

Steel Furniture Company Ships Metal Furniture Abroad

The General Fireproofing Company, Youngstown, Ohio, recently started an important shipment of metal furniture, shelving, filing cases, etc., to Kenya Colony, British East Africa, in heart of African Jungle, for use in government offices. The export sales manager is meeting with success in organizing new agencies on African East Coast. About twelve per cent of the company's output goes to foreign countries.

O. H. Filsinger Passed Away

Oscar H. Filsinger, nephew of Uri Doolittle of Syracuse, N. Y., died of heart disease last month while in the court house waiting to be called as a juror. Surviving are his wife, Edith Filsinger, a son, Merle, his parents, Mr. and Mrs. Henry Filsinger, two brothers, A. E. Filsinger of Watertown, and Ray Filsinger of New York City, and two sisters, Mrs. William Hoffman and Mrs. D. Pratt.

The Pen-O-Graphic Pen Company has moved to 1133 Broadway, New York, N. Y. This company was located previously at 2 West Forty-seventh street.

VAN DEX VISIBLE CARD FILING
A System of Vertical Filing with a maximum degree of flexibility and speed.

NOW TWO TYPES OF VISIBLE RECORDS

The Cesco Line now offers **two** types of Visible Record equipment—Van Dex Visible for vertical card filing and the Prong Binder type for loose leaf sheets. They provide the stationer with the means of meeting every visible record keeping problem.

Send *for* Pamphlets

You and your sales force will want to know all about these two sales increasing mediums. Full details on request. Ask also for our catalog of the regular line of Loose Leaf Binders and Forms.

The C.E. SHEPPARD CO.
LOOSE LEAF SYSTEMS
Van Alst & 14th St. Long Island City
New York City

VISIBLE RECORDS IN BOOK FORM
Dispenses with bulky Cabinets, Frames and Stands. Ideal for posting purposes.

SEMI Hex

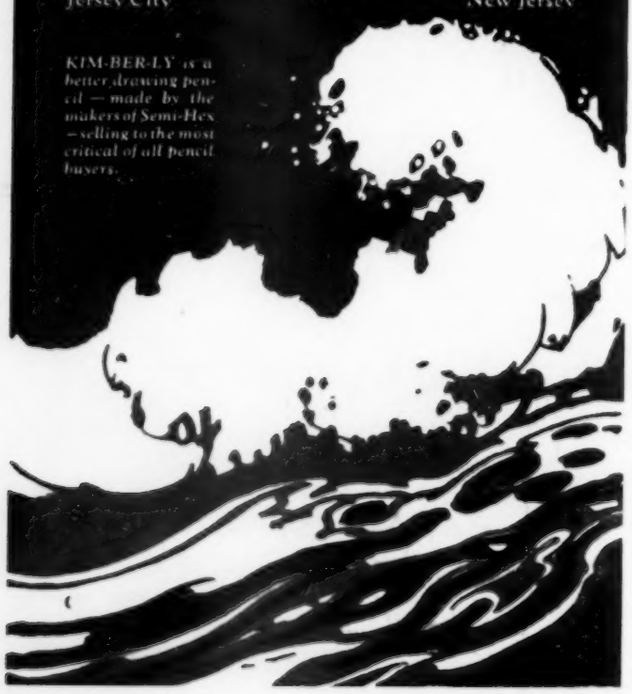
The Rising Tide

POPULAR demand for Semi-Hex Pencils is a rising tide that for two years has kept our production always at capacity. Now the first truly national advertising campaign for Semi-Hex is under way. Its results are bound to be of far-reaching effect. Its stimulus to sales, to good will, to profit in stationery stores is certain to be impressive.

Who can now doubt that Semi-Hex is "the pencil incomparable"? Who can doubt that it is a profitable pencil to sell, an easy pencil to sell, a pencil that should be in every stationery store? If it is not in yours, write at once for the Semi-Hex proposition, details of 1927 plans, samples, prices.

GENERAL PENCIL COMPANY
Jersey City New Jersey

KIM-BER-LY is a better drawing pencil — made by the makers of Semi-Hex — selling to the most critical of all pencil users.



Recent Marchant Appointments

The Marchant Calculating Machine Company has recently appointed the following new sales representatives: B. S. Steedman, Atlanta, Ga.; Edward Palmer, Boston, Mass.; William V. Dickson, Buffalo, N. Y.; A. C. Gilmour, Buffalo, N. Y.; H. E. Ashum, Chicago, Ill.; G. G. Bundy, Chicago, Ill.; E. L. Crane, Decatur, Ill.; R. S. Chamberlain, Detroit, Mich.; H. R. Barnes, Milwaukee, Wis.; J. S. Barnes, Kansas City, Mo.; R. R. Shaw, Pittsburgh, Pa.; G. F. O'Malley, New Orleans, La.; M. E. DuBosque, Philadelphia, Pa.; M. W. Sheffer, R. D. Kimball and W. H. Sutton, New York, N. Y.; E. V. Parker, Detroit, Mich.; W. G. Ryan, St. Louis, Mo.; E. H. Dreifke, Chicago; Mrs. Virginia Santizo, Washington, D. C.; F. A. Williams, Portland; W. A. Larson, Kansas City; F. J. Hohmann, Buffalo; H. F. Lyons, Detroit; G. E. Brown, Omaha; C. C. Stower, Pittsburgh, Kan.; The Free Press, Mankato, Minn.; Duluth Typewriter Company, Duluth, Minn.; B. Mimosa, Albert Lea, Minn.; H. P. Babbitt, Worcester, Mass.; G. W. Schaeffer and E. W. Swenson, Knoxville, Tenn.; M. M. Grannat, Long View, Wash.; E. F. Plumbe, New Haven, Conn.; E. A. Murphy, Spokane, Wash., and A. D. Hutter, Stevens Point, Wis.

St. Paul Concern Establishes Exclusive Dealer Policy

According to long established ideas, the Fritz-Cross Company, manufacturers of the Eff & C line of chairs and combination bookkeeping machine desks of St. Paul, Minn., have established as a permanent and unalterable policy exclusive sales through dealers.

The Fritz-Cross Company have been manufacturing for eighteen years and have continuously maintained at least two retail stores, handling all stationery items. They have found that the dealer who is established must render better service and must sell a quality article at a reasonable price. In order to build his business it is necessary to become interested in the growth of the customer's business; to be active in civic and commercial life; to be a factor in the upbuilding of the city. To accomplish these things the dealer must make a reasonable profit on his goods.

The company is just issuing a new catalogue—one of the most complete of its kind ever printed.

It is interesting to note that the Fritz-Cross people have built a national distribution for their product in five months. The company enlarged its plant over one hundred per cent in January. Production is being increased and the company expects to be able to handle all orders promptly from now on.

The No. 2 chair described elsewhere, is a new feature of the line. The company states that they are not manufacturing quantities of factory chairs yet, but can handle orders of not over one hundred chairs for factory use.

Byron Weston's Second Contest

The Byron Weston Company of Dalton, Mass., is conducting the second salesmen's contest among their Centennial Ledger distributors. The first contest was held in February and March, and was so successful that distributors of this paper desire to go further with the idea. The present contest started on April 1 and will run for three months.

Monroe Calculating Machine Co. Moves Gotham Offices

The downtown New York district office of the Monroe Calculating Machine Company moved to larger quarters on May 1 in the Park Murray building, 9-15 Park place, New York City. For some time the company has been located in the Woolworth building.

Browne-Morse Steel Desks

A Desk Service
for Every Business Need

Editorial On Next Page Should Be Carefully Read—BROWNE-MORSE CO., Muskegon, Michigan

KEEPING PACE

GUGLIELMO MARCONI, wireless inventor, recently invented new ways of wireless communication. By inventing the beam system he has made obsolete millions of dollars worth of equipment which was new only five and ten years ago. The Marconi Wireless Telegraph Company is paying for the advancement of applied science. PROGRESS.

Keeping pace with PROGRESS requires the ability to throw off old habits, old methods. To step out of established paths. To turn a deaf ear to something which has proved to be all right when something better can be had. To crawl out of yesterday's shackles and with vision equip yourself to rise above a multitude satisfied in straggling along paths of least resistance. PROGRESS does not wait for stragglers.

Other large corporations such as General Electric and Radio Corporation are also paying daily for the advancement of applied science. Equipment which served in the past is continually replaced by equipment which will serve better in the future.

From the candle to oil lamps, gas, carbon lamps and then tungsten. On again to the improved Mazda. From old-fashioned wells and pumps to the turn of a faucet. From wood office furniture to steel. MORE PROGRESS.

It is not so long ago the first steel file was made. Large corporations and bigger business investigated, found steel filing equipment desirable and today 95% of all filing equipment is made of steel. If business demanded steel filing equipment wasn't it obvious it would soon be demanding steel desks? The handwriting was on the wall and a few pioneers in the office furniture manufacturing business began the manufacture of steel desks and set about to create a market for advanced office furniture. Again, paying for the advancement of applied science. Progress, PROGRESS, *PROGRESS.*

In steel desks, as in other advancements, large corporations have taken the initiative, but only after most careful investigations by their experts and engineers. Among the hundreds of concerns who have adopted Browne-Morse Steel Desks, not because the Browne-Morse Company is a pioneer in steel desk manufacture, but because of the intrinsic value of Browne-Morse products, are:—

U. S. Steel Corporation	Allegheny County, Pa.
State of Calif. Motor Vehicle Dept.	Savannah Morning News
Consumers Power Company	Union Trust Company
Detroit-Edison Company	Sun Oil Company
Detroit Gas Light Company	Bennett Pumps Corp.
Consolidated Elevators Company	Diehl & Grund
Milwaukee Electric Company	Griswold National Bank
Georgia R. R. & Power Company	First State Savings Bank
Cleveland News	Peoples Gas & Electric Co.

Other large concerns who have adopted steel desks are:

Pure Oil Company	Booth Newspaper Syndicate
Bryant Paper Company	United States Government
Hibbard, Spencer, Bartlett Co.	Tennessee Coal & Iron Co.
General Electric Company	Westinghouse Elec. & Mfg. Co.
Commonwealth Edison Co.	Peoples Gas Light & Coke Co.
International Harvester Co.	Southwestern Bell Tel. Co.

Just as there is a big difference between wood and steel desks, there is also a wide difference between one make of steel desk and another. Like every other manufactured product, the selection of materials, workmanship and manufacturing facilities is necessary for the production of something better. Browne-Morse Steel Desks are as well made as steel desks can be made. They are complete work benches. They have card partitions, follower blocks in the letter drawers, extension slides on letter drawers, slanting partitions in stenographer type desks and all the little added refinements that make Browne-Morse Steel Desks distinctive and complete. Desk finishes to perfectly match office interiors and other office furniture. Writing beds are covered with a special treated ink and stain proof linoleum bound with heavy bronze beading.

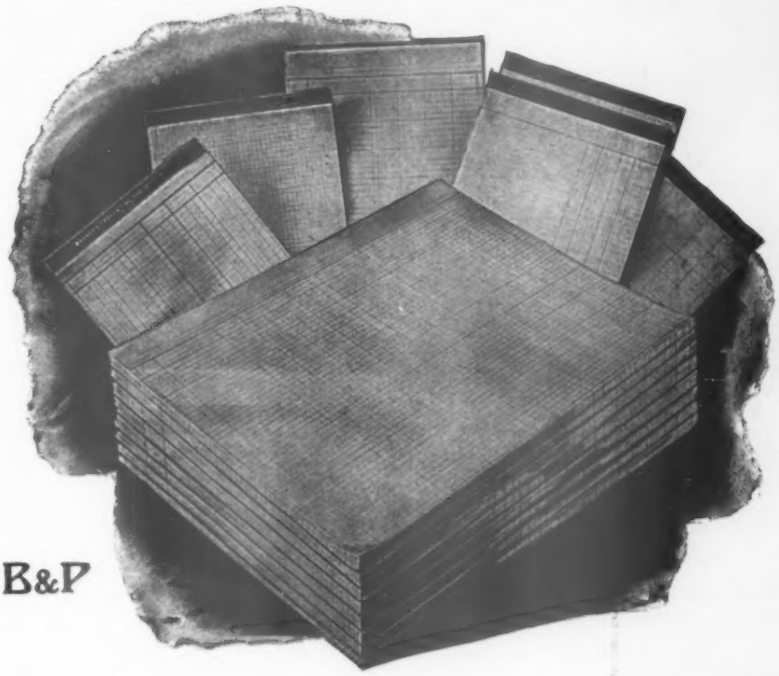
Steel Desks Last Forever

Browne-Morse Steel Desks are built to last forever and now is the time for all dealers who go hand in hand with PROGRESS, who are after Big Business and Larger Profits, to investigate Browne-Morse Desks, to become fully acquainted with the completeness of the Browne-Morse line and Browne-Morse methods of sales co-operation.

A new catalog just off the press is waiting to be mailed upon request.—Advertisement.

Sold by Every Stationer

Because They Are Used in Every Business



Standard B&P

COLUMNAR PADS

To every business where figuring is a part of the day's work these pads are of almost hourly importance. They speed up work, and assure accuracy in bookkeeping and accounting departments, applying present day methods to present day needs.

They are made in a large number of forms and rulings to suit the needs of banks, law offices, etc., as well as those of general business houses. Write today for information covering various sizes, rulings, etc.

We have folders giving rulings and other detailed information for consumer distribution. Write for supply.

Standard B&P Blank Books and Loose Leaf Devices

BOORUM & PEASE COMPANY

Post Office Box 272, City Hall Station

NEW YORK, N. Y.

New York Store:
349 Broadway

General Offices:
84 Hudson Ave.
Brooklyn

Is This Profitable Business Getting Away From You?

How can I make more money in my office furniture department?

This question is being asked by dealers every day.

Unless you can supply the new demand for matched office suites, you will keep on asking this question.

You cannot sell this better grade of furniture from the ordinary catalog. Cutler has made it easy for you. Send for our beautiful Colonial Suite folder. The illustrations are a perfect reproduction of each piece, colored by a new process. You actually see the natural grain and figure of the beautiful mahogany and walnut veneers.

Order one of these Colonial suites. Show it to the heads of the new bank which may be building in your community, or to your friends who are just moving into the new building across the way.

Sales possibilities for Cutler Colonial suites are everywhere.

Ask your prospects to compare the Cutler Colonial Suite with others. You will make the sale.

The Colonial Suite is complete. Two pieces are illustrated here. Also, there are larger and smaller flat tops, roll tops, directors' tables, end panel tables, secretarial desks, bookcases, wardrobe, telephone stand, basket, tray, costumer, swivel and side chairs, special full leather club chair and settee.

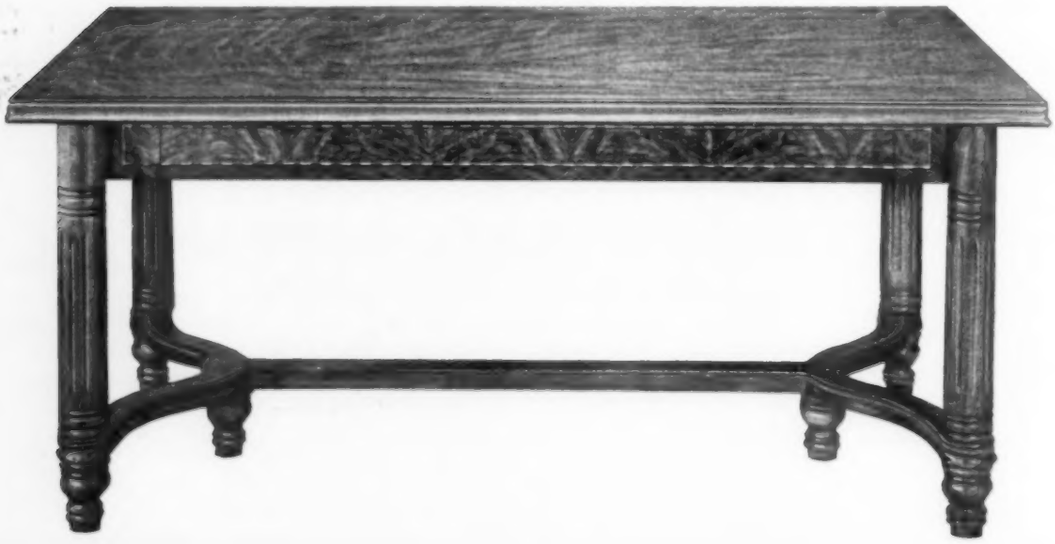
Complete descriptive folder and price list are now ready. May we send them?

Cutler Desks

"They Express Success"

CUTLER DESK CO. :-: Churchill Street :-: Buffalo, New York

Export Office :-: 368 Broadway :-: New York City



Dictaphone Secretarial School at Chicago

A. E. Blackstone, manager at Chicago for the Dictaphone Sales Corporation, has established a secretarial school in connection with his branch at 321 South Wabash avenue. It prepares young women for general secretarial duties. The present course, which started April 18, is of thirteen weeks' duration, and is given at moderate cost. The instruction includes Dictaphone transcription, business English, spelling, filing and correspondence. It is open to high school graduates. The hours are 9:30 a. m. to 4 p. m. Miss Agnes I. Aitken, the director of the school, has had an extensive experience in commercial teaching in Chicago.

To provide space for the new department, the facilities of the Chicago branch of the Dictaphone Sales Corporation have been rearranged.

Introducing "Mike"

From the very beginning it seemed certain that the latest Dixon counter novelty was sure to get a nickname. The trade will no doubt always refer to it as "Mike." "Mike" is short for "Microphone," which is the trade name of a new and attractive pencil display announced by the Joseph Dixon Crucible Company. "Mike" is going to add snap

THIS IS "MIKE," DIXON'S NEW COUNTER DISPLAY ASSORTMENT.

and color to pencil lines, they say, and novelty as well. Here is a picture of "Microphone No. 437"—the latest thing in pencil counter boxes, without the fine, attractive coloring. The Dixon folks will send a reproduction in colors on request and any pertinent information besides, that the dealer may wish.

New Booklet Gives Demonstration of Royal Portable

The Royal Typewriter Company has gotten out a twelve-page booklet with folded covers giving a complete description and demonstration of the new Royal portable machine. This booklet gives full directions for the operation of the new portable, with illustrations, diagrams, etc. It is a remarkably neat and effective job of printing as well as being a useful booklet. It is 3¾ inches wide by 4¾ inches long.

A Change of Address

The Currier Manufacturing Company, Inc., manufacturers of Curmanco office devices, have removed to larger quarters in the Northwest Terminal Industries building, Minneapolis. This removal takes place on May 1. The company thereby gains more space and better shipping facilities with carloading right at the door.

The company has recently added new lines and increased its business, necessitating more room.

The PRESTO MOISTENER

PATENTED

The Perfect Portable Sealer and Moistener

The roller spreads the moisture where you want it.

Exact amount of moisture quickly regulated, insuring clean and neat work. Remains sanitary — all parts non-corrosive.

$6.00 per doz. list. Liberal discount to the trade.

As Handy as Your Fountain Pen

Manufactured and for sale by

BACHRACH SPECIALTY CO.

2275 Third Avenue New York, N. Y.

No. 2

PRESTO!

It Sells

You bet, it sells. Customers like the self-closing feature — that saves ink and prevents spurting, blots and the consequent damage to the desk and other accessories. It is good looking, too; why shouldn't it sell? Dealer information to stationers on request.

BACHRACH SPECIALTY CO.

2275 Third Ave., New York, N. Y.

Canadian Distributors:
R. J. Lovell Co., Ltd., 144-150 Simcoe St., Toronto

Invitation in Form of Insurance Policy

Carl M. Schutz, Muskegon, Mich., governor of District No. 5, has issued to the trade an engraved sheet similar to an insurance policy, numbered, and entitled "A Policy Insuring Better Business Methods and More Profits." Within the beautifully engraved margin on the inside of the policy is the following:

"This Declaration is made to you as an office outfitter or manufacturer by the Governors of the National Association of Stationers, Office Outfitters and Manufacturers, and

"Guarantees:

"To make available the benefits of research, investigation and experimentation carried on by hundreds of the country's leading manufacturers and distributors of office furniture, equipment and stationery;

"Guarantees: To enable you to select from countless plans and business ideas only those which have been proven practical, efficient and economical;

Guarantees: To provide practical expositions of practical problems by the foremost men in the industry;

"Guarantees: To provide the concrete forms and formulas of those knotty retailing problems, including Perpetual Inventory Systems; Mark-ups; Time Payments; Discounts; Salesmen's Education; Window and Store Displays, etc.; together with forms, blueprints and photographs you can carry home and use;

"Guarantees: To provide, after the day of constructive idea-exchanging, a banquet for you, replete with the delicacies of the far parts of the universe—an entertainment not exceeded by those century-famed diversions of the Caesars;

"Provided: That you, as a stationer or manufacturer, personally attend the Third Annual Regional Meeting of District No. 5 at the Cleveland Hotel, Cleveland, Ohio, on May 3rd, 1927;

"Provided Further; That you will personally urge your associates and assistants to visit this most remarkable program of new methods and systems for the promotion of better and more profitable business.

"In Consideration of: A registration fee of $5.00, which covers not only all the above priceless guarantees, but, as a bonus, a real luncheon, prepared and served as only the Hotel Cleveland can serve it.

"It is not a question if you can, it is a question of—Can You Afford Not to Come.

"In Witness Whereof; The Fifth Regional District of the Nasoom has, by its Governor, signed this declaration in the City of Muskegon and State of Michigan, this Twelfth day of April, 1927."

Then follows the signature of Carl M. Schutz, governor of District No. 5.

This is the most striking and effective invitation we have seen.

"Doc" Hanson's Code

Once again has "Doc" Hanson, well known Cleveland typewriter dealer, brought out something in the way of publicity that is unique. This time it is his declaration of business principles, and he has had them printed on a large sheet about three feet long and of proportionate width, and has hung them in his store so that all may easily read them. He has also had them printed on the back of his business cards. Here they are are:

"Folks, we are absolutely sincere when we say,

"We are not in business just for the selfish idea of making a profit, but with the great mission of serving folks with the good old-fashioned 'Golden Rule' Service, a service worthy of its name, a service that incorporates a multitude of satisfactions. Served every day to folks of all creeds, nationalities and races. The only ambition we have in this good old world is to make folks happy. We are always happy because we indulge in happiness through satisfying our customers. Should we not satisfy them we would be thirteen times more dissatisfied than the customer."

"Doc" must satisfy his customers, because if he did not it is certain his business would not be growing as rapidly as it is.—A. E. D.

The Latest Innovation in Printing

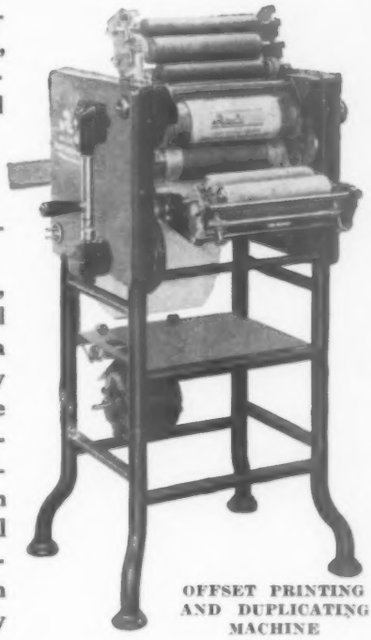
Rotaprint

Operated by regular office help

Rotaprint

A METAL SHEET REVOLUTIONIZES

THE Reproduction or Duplicating of Drawings, Sketches, Typewriting, Handwriting, Factory Forms, Maps, Printed Copy, Illustrations and Half-Tones. It is done EASILY—QUICKLY—ECONOMICALLY in your own office or plant—A few or thousands of copies. If you want a typewritten form, you typewrite on the metal sheet. If you want a copy of a printed form that you already have, you photograph it on the metal sheet. If you want a drawing, such as a blue print or illustration, it can be either drawn or photographed on to the metal sheet. If you want a reproduction of a letterhead, on which there is a large building or any other design, this can be photographed right on to the metal sheet, or if you have an electrotype, or type form, make one impression on the metal sheet, press the button, and bingo!—100 copies per minute, 6,000 per hour, 48,000 per day.



OFFSET PRINTING AND DUPLICATING MACHINE

Requires

No Type-Setting
No Wax Stencils

MEN WANTED FOR AGENCIES

WE are looking for men who are prepared to take on the "Rotaprint" agency and make it their life-time work—men who can visualize the big money to be made through the "Rotaprint" agency and are ready to make long term contracts — a contract that will definitely tell you what your working basis will be in years to come. You will not be handicapped by new rules and new working conditions. You will be *the boss* in your territory. You men who know office specialty selling have an *opportunity*—Grab it!

A personal note to office specialty men:

After nearly eighteen years in this industry (the last six as a Division Manager in New York) I feel that I am qualified to judge a machine and its money-making possibilities to agents. To my mind the ROTAPRINT agency offers a bigger future than any other such opportunity in this field.

Write, Telegraph or Call

Harry S. Sanders
V.-P. and Gen. Mgr.

REINER'S Rotaprint INC.

Suite 1106 One Park Avenue New York, N. Y.

AGENCIES

Pacific Coast	N. E. Ohio	Canada	New England States	Chicago	Washington, D. C.
O. C. Haney,	H. K. Baumgardner,	Rotaprint Co.,	J. A. Stafford,	Frank R. Atwood	N. M. Minnix Co. Inc.
404 West 9th St.,	2082 East 4th St.,	52 Spadina Ave.	340 Cabot Street,	429 S. Ashland Ave.	712 13th St., N. W.
Los Angeles, Cal.	Cleveland, Ohio	Toronto (2) Canada	Newtonville, Mass.	Chicago, Illinois	Washington, D. C.

The EYES HAVE IT—
AT A GLANCE!

Instantaneous Visibility at Every Level

NO FUMBLING—no riffling through files! BI-FOCAL index guides—a new Filing Equipment feature—have read-at-a-glance tabs. Instantaneous legibility for top-reading and front-reading!

They stand heads-up—at attention—always on the job to save time, save bother and do the job of an index guide better than ever.

Slip two-line labels into the semi-cylindrical transparent tabs of BI-FOCAL guides. Pull out a drawer and read them all—without touching a card!

Samples will be sent on request with prices

Just another example of up-to-the-minute service and improved devices available for F. E. B. clients. Consultations on filing problems and quotations on equipment of all sorts on request.

Filing Equipment Bureau

[INCORPORATED]

NEW YORK, N. Y.
350 Broadway

HARTFORD, CONN.
49 Pearl Street

113-115 PURCHASE STREET
BOSTON, MASS.

PROVIDENCE, R. I.
36 Exchange Place

FALL RIVER, MASS.
124 So. Main Street

Distributors in CHICAGO, ILL.; SEATTLE, WASH.; NEW ORLEANS, LA.; BIRMINGHAM, ALA.; LANSING, MICH.; BALTIMORE, MD.

(Second Regional Convention. District No. 2—Continued from Page 57.)

his knowledge of the uses of his merchandise and one-eighth on the psychological understanding of the problems and the customer. "Stationery really makes business possible," he said, quoting the National Association's slogan. "If ideas are sold first, merchandise will follow." The stationery trade needs a new vision and a new grasp of the meaning of salesmanship.

W. N. Hunter of the Mun-Kee Products Corporation, spoke on Price Not a Selling Point. If a product, he said, has quality, the price factor need not enter into it. He emphasized the importance of selling the dealers' salesmen on the uses to which a product may be put, a point brought out by the previous speaker.

Edward L. Little of the Wabash Cabinet Company, chairman of the Commercial Furniture Division, spoke on The Relation and Value of Filing Supplies to the Dealer. He emphasized the opportunity offered dealers to get their share of the filing supplies business in their respective communities and gave instances of his personal experience fifteen or twenty years ago with the Skinner & Kennedy Stationery Company in St. Louis, when they had already developed an efficient filing supplies department which drew business from all over the section they covered. This commodity yields a liberal profit and the speaker advocated training specialists on filing supplies in the different stores.

Frank D. Waterman, president of the L. E. Waterman Company, made some brief remarks during the general discussion which was held under the direction of President Stewart. Mr. Waterman pointed out that standard prices of products make for prosperity of everyone concerned. Price fixing is recognized as legal in Europe, so that when the dealer violates the price by selling lower he can be prosecuted. He said that the stationers of the country are teaching the business men how to run their offices on a cheaper, more efficient, time saving basis. They may be called the doctors of system. They made the use of pencil sharpeners general and have popularized the fountain pen.

Mr. Waterman was accompanied to the convention by Elvir Vanden Hove, representative in Belgium and Holland of the L. E. Waterman Company, who came to this country to study the convention system. He has attended meetings of sales organizations in Washington and Baltimore and was deeply impressed, declaring that when he returned to Belgium he is going to start something of the kind there.

The Banquet

The banquet was held in the Hiawatha room of the Onondaga hotel at 7:00 P. M., April 21. An excellent meal was served with capital music and entertainment. Governor Doolittle introduced Frank D. Waterman, president of the L. E. Waterman Company as toastmaster, who in turn introduced W. Neill Stewart. Mr. Stewart complimented Governor Doolittle on the work he has so ably done in promoting the regional convention and assured all those present that their good fellowship and good will had amply repaid him for the journey he had undertaken in coming to Syracuse.

The toastmaster then introduced Robert W. Disque, business manager of the Post-Standard of Syracuse, who spoke ably on The Preservation of Invested Capital. He said that most stationers know very little about their organization or the work their organization is doing and that few of the dealers are intimate with the contents of the trade papers covering the field. He advised that trade papers be more widely read in all the different industries. The big point in business is to know the facts. Lack of knowledge causes failure. He sounded a note of caution with regard to chain stores, observing that ten per cent of the grocery business in the United States last year was done by chain stores and in New York and Philadelphia alone, two-thirds of the grocery business was done by such stores. Trade organizations are weak unless they become interested in and informed of the facts of business. The way to business success is to see that the number of customers increases each year. Let each man look ahead for ten years instead of one year.

In closing, he quoted the statement there is a destiny which makes us all brothers—none can live to himself alone.

Mr. Waterman then introduced Elvir Vanden Hove of Brussels, who paid a compliment to the work of trade associations in this country and closed by presenting eloquent thanks for what the American people had done for the Belgians during the war.

At the conclusion of the dinner, Mr. Waterman presented Mr. Doolittle with a gavel for his use next year, with the

The beveled edge is a patented feature, and can be found only on Featheredge Kumfort Kushins.

The chair seat with the
BEVELED EDGE

It is in demand by office workers everywhere

THE secret of the wide popularity of Kumfort Kushins is the *beveled edge* and the *sponge rubber base.*

Over the rubber base is *vulcanized* — not glued — a cover of the finest mohair or felt in Spanish brown or green. And being vulcanized, it never works loose from the base; not even at the edges.

The beveled edge (a patented feature) resists fraying even if nervous fingers are inclined to pick it, and the flat undersurface is rough-finished so that the Kumfort Kushin "stays put" and no unsightly tacks or straps are needed.

Truly, this is the perfect cushion for office chairs! It is cool and comfortable in summer and winter; it is a low-cost investment in *comfort.*

Write today for the Kumfort Kushin Catalog and the dealer's proposition.

Featheredge Rubber Company, Inc.
340 West Huron Street, Chicago

FEATHEREDGE
Kumfort Kushins

The De Luxe Seat Cushion with the Rubber Spring Base

EXTRA DOLLARS for YOUR SPARE TIME

CAN you use a few extra dollars? If so, here's your opportunity. A local representative is wanted for Boston and New England States, San Francisco and Western Coast States and Atlanta and Southeastern States to look after new and renewal subscriptions for this journal. One familiar with the office equipment industry, or a person who is now representing other papers could handle the work. Representatives making a number of smaller towns will find the prospects good. Only a small amount of time needed each month although a liberal commission arrangement makes the work attractive. In reply, kindly give the names of a few substantial business men with whom you are acquainted. For details, address

Circulation Department

THE OFFICE APPLIANCE COMPANY

417 So. Dearborn Street **Chicago, Ill.**

hope that he would be re-elected regional governor. This gavel was made of hard rubber in the Waterman factory.

Mr. Doolittle then called upon two of the oldest members of the Syracuse trade to stand up and be recognized. One of these was Clarence E. Wolcott, formerly of Wolcott and West, who has long since retired from business. The other gentleman, likewise well known and respected by the stationery trade, is J. L. McMillan of the McMillan Book Company.

This concluded the formal events of the evening.

Second Annual Meeting Midwest Travelers' Club

The Midwest Travelers Club held its second annual meeting at the Baltimore hotel, Kansas City, Mo., on March 23, with the eighth regional meeting of the National Association of Stationers, Office Outfitters and Manufacturers. Much enthusiasm was shown and the membership of the club jumped overnight from the original charter membership to a club of twenty-eight members. The charter members are as follows: W. B. Buschardt, Eaton, Crane & Pike; Jack Grey, Wilson-Jones Company; P. F. McLaughlin, F. S. Webster Company; V. I. Riley, The Wahl Company; Roy J. Simpson, The Sanford Manufacturing Company; Courtney Wall, Irving-Pitt Manufacturing Company.

The first officers included P. F. McLaughlin, president; Jack Grey, secretary; William Schmiederer, Buxton & Skinner Printing & Stationery Company, St. Louis, treasurer and custodian.

The officers elected at the Kansas City meeting are: P. F. McLaughlin, president; K. H. Keisel, Carter's Ink Company, vice-president; W. S. Plant, The Globe-Wernicke Company, secretary; William Schmiederer, treasurer and custodian; W. R. Braden, Irving-Pitt Manufacturing Company; chairman of the executive committee; Jack Grey, Wilson-Jones Company, honorary president.

Since the last meeting, the president has appointed the following committees:

Executive, W. R. Braden, Irving-Pitt Manufacturing Company; Charles S. Evans, Sanford Ink Company; Charles L. Mitchell, Crane & Company; W. S. Plant, The Globe-Wernicke Company; P. F. McLaughlin, F. S. Webster Company; A. F. Overstreet, Eaton, Crane & Pike.

Entertainment: Fred D. Valleau, Commercial Furniture Company; H. J. Hoffman, Smead Manufacturing Company; Alfred E. Besser, Shaw Blank Book Company; W. R. Braden, Irving-Pitt Manufacturing Company.

Committee to secure lists of dealers and buyers; Karl Keisel, W. S. Plant, P. F. McLaughlin and L. S. Graff, the Graff-Underwood Company.

Committee on hotels: F. Schaeffer, Eaton, Crane & Pike; Phil S. Webster, and J. D. MacMorris, C. Howard Hunt Pen Company.

The membership of the club is as follows:

W. B. Buschardt, Eaton, Crane & Pike; C. E. Berkman, Trussell Manufacturing Company; Theodore Barthel, Boorum & Pease; W. R. Braden, Irving-Pitt Manufacturing Company; Alfred E. Besser, J. G. Shaw Blank Book Company; William J. Dalton, Geyer's Stationer; Charles F. Evans, Sanford Ink Company; Jack Grey, Wilson-Jones Company; L. S. Graff, Graff-Underwood Company; J. D. Haralson, Irving-Pitt Manufacturing Company; H. J. Hoffman, Smead Manufacturing Company; J. R. Houston, National Publishing Company; J. M. Keeling, Art Metal Construction Company; Roy Klein, Yawman & Erbe Manufacturing Company; Karl H. Keisel, The Carter's Ink Company; Edward L. Little, Wabash Cabinet Company; P. F. McLaughlin, F. S. Webster & Company; J. D. MacMorris, C. Howard Hunt Pen Company; Charles L. Mitchell, Crane & Company; R. H. McGowan, Shaw-Walker Company; A. E. Overstreet, Eaton, Crane & Pike; W. S. Plant, The Globe-Wernicke Company; V. J. Riley, The Wahl Company; Roy J. Simpson, The Sanford Ink Company; F. Schaeffer, Eaton, Crane & Pike; William Schmiederer, Buxton & Skinner Printing & Stationery Company; Fred D. Valleau, Commercial Furniture Company; Courtney Wall, Irving-Pitt Manufacturing Company; Phil F. Webster, manufacturers' representative.

The secretary's address is P. O. Box 938, Oklahoma City, Okla.

PORTABLE ROYAL TYPEWRITER

Most modern of lightweight typewriters. Weighs only nine and a half pounds—has all the conveniences of the large standard typewriter.

Equipped with a handsome carrying case of fabrikoid, mounted on a baseboard that gives it firm support, the Royal Portable is at home anywhere—it solves the personal writing problem for every man of affairs, every traveler, every housewife, every student—everybody wants one.

The Royal Portable has an equipment of special features that make it unique. It was created by veteran craftsmen who have made the Royal Standard Typewriter in demand and preferred the world over — it is built to last a lifetime.

Dealers!

The royal portable is a "plus" proposition from every angle. A tremendous color advertising campaign designed to create demand *specifying by name the Royal Portable,* is now appearing in the magazines. There is a need for responsible dealers. Write *now* for the Royal distribution plan.

"Everybody Wants One"

ROYAL TYPEWRITER COMPANY, Inc.

316 BROADWAY, NEW YORK

Branches and Agencies the World Over

Wedding Bells

Dawson-Dowling

William F. Dawson of Charles F. Dawson, Ltd., Montreal, Canada, governor of Regional District No. 13 of the National Association of Stationers, Office Outfitters and Manufacturers, was married on April 2 at 5:00 p. m. to Mrs. Louise Wilson Dowling, daughter of Mr. and Mrs. L. Roy Wilson, Montreal, at the Church of the Advent in that city. A reception was held at the bride's home after the ceremony. Mr. and Mrs. Dawson spent their honeymoon at Boston, New York and other points of interest .

Hoit-McCormick

Miss Alice M. Hoit was married April 22 to Cyrus H McCormick, chairman of the board of the International Harvester Company. Miss Hoit is a sister to Charles Hoit, of Newton & Hoit, Chicago. She had been Mr. McCormick's secretary for several years., and an employe of the Harvester Company for about nine years. The groom was a widower, his first wife having passed away in 1921.

Besser-Ahrens

Miss Lola M. Besser was married some time ago to Fred W. Ahrens, widely known in the stationery field as a salesman. Mrs. Ahrens is a daughter of Mr. and Mrs. Oscar J. Besser; the father is a member of Besser's, Inc., Buffalo, N. Y. Mrs. Ahrens was buyer at the store for some time.

Morse-Kahane

Adolph Morse, who has been in the typewriter field for a considerable number of years and at present is proprietor of the Typewriter Circle Company of New York, was married on Sunday evening, April 10, 1927, at the Hotel Majestic, New York, N. Y., to Miss Pauline Kahane of New York.

Yaffa-Pitnoff

H. S. Yaffa of the Boston office of the L. C. Smith and Corona Typewriters, Inc., was recently united in marriage to Miss Minna Pitnoff. Office Appliances offers congratulations.

Schwartz-Connors

Harold P. Schwartz, salesman of the Buffalo branch of the Yawman and Erbe Manufacturing Company, was married on February 23 to Miss Jeanette Connors.

Office Appliances joins in congratulations.

Raymer-Small

Joseph S. Raymer, bookkeeping machine salesman for the Dalton at Cincinnati, was recently married to Miss Ruth Small of that city.

Pollock-Fetter

Miss Josephine Pollock was married to John B. Fetter of Louisville at her home, Frankfort, Ky. Mr. Fetter is vice-president of the George G. Fetter Company, Louisville.

Ye Doc' Stork

Miss Patricia Marie Downs

Mr. and Mrs. Donald M. Downs were made happy a few weeks ago when their first born, Miss Patricia Marie, rounded out the family circle. Mr. Downs is manager at Chicago for the Caxton Laboratories. Miss Patricia saw the light of day at Cleveland, Ohio, where her maternal

grandparents reside. Later Mrs. Downs and infant went to their Chicago home. Many friends will envy Mr. Downs the joys of rearing their lusty baby, who weighed eight pounds at birth.

Miss Patricia Lou

Herbert Foley, manager of the Portland, Me., office of L. C. Smith and Corona Typewriters, Inc., announce the arrival of a ten-pound girl, who has been named Patricia Lou Foley.

Young Master Sheppard

Another junior salesman for the Yawman and Erbe Manufacturing Company arrived at the home of John Sheppard of the Buffalo branch, on February 14. The youngster weighed nine pounds.

Twins

W. A. Dierksen, salesman for the Dalton Adding Machine Company at Detroit, is receiving many congratulations over the fact that Mrs. Dierksen recently presented him with a pair of fine boys. At last reports every one was well and happy.

Connecticut Typewriter Contest

Under the auspices of the Connecticut Business Educators Association, the Connecticut typewriting contest was held on March 19 at the Derby high school, Derby, Conn. There were four classes, the time of writing in all classes being fifteen minutes. The copy in all cases was "Conscience," by J. N. Kimball, international typewriting contest manager.

The Connecticut High School Championship, three year class, was won by Eleanor B. Zimmerman, Senior high school, New Britain, Conn., an Underwood operator, at eighty-two net words a minute. Irene M. Anderson, an Underwood operator of Senior high school, New Britain, and Rose H. Karolshak, Lyman Hall high school, Wallingford high school, a Royal operator, were second and third respectively with records of seventy-one and fifty-four.

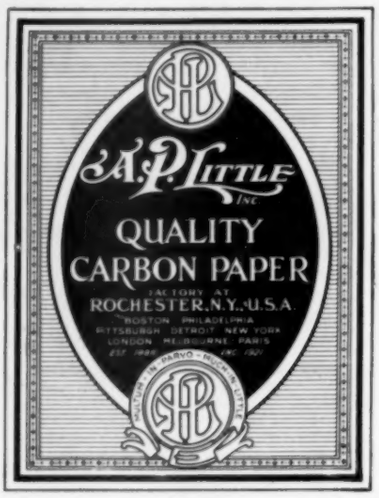
The Connecticut High School Championship two year class was won by Victor J. Machustas, Ansonia high school, Ansonia, Conn., an Underwood operator, who made eighty-five words per minute net. Second prize, Rose Caouette, Underwood operator, Wilby high school, Waterbury, seventy-five words net. Third place, Anna Levine, Royal operator, Ansonia high school, sixty-five words.

Connecticut Private School Championship, first prize, Helen George, an Underwood operator, Stone college, New Haven, sixty-six words; second prize, Edna M. Brown, Stone College, New Haven, Underwood operator, sixty-five words; third place, Anna V. Daly, Stone College, Underwood operator, sixty-one words.

Connecticut Beginners' Typewriting Contest. First prize, Beatrice D. Bostin, Stone College, New Haven, Underwood operator, sixty-one words; second prize, Hazel R. Freeman, Waterbury Business College, Waterbury, Underwood operator, fifty-two words; third place, Louis M. Chernoff, Underwood operator, Senior high school, New Britain, fifty words.

The first and second prizes in the first three contests named consisted of gold and silver medals. In the fourth contest the prize was a silver cup to be held by the school whose representative won it and to be returned to be contested for again. The winning contestant received a silver medal and second prize consisted of a bronze medal. In the first contest above, there were five entries; in the second there were twenty-six entries; in the third there were five entries and in the fourth there were twenty-eight entries.

Multum in Parvo — Much in Little



The "Little" Line is Big in Quality

The constant quality maintained in the manufacture of COBWEB and SATIN FINISH carbons, and SATIN FINISH and GOLD SEAL ribbons assures the continuous approval of the user. Everywhere, for more than thirty years, these carbons and ribbons have demonstrated their superiority and practical value.

A Little dealership is valuable. Your inquiry is invited.

A. P. LITTLE, Inc., ROCHESTER, N.Y.

New York Office—Bible House, Astor Place

Size No. 16—
8x5x24"—One of
19 Standard Sizes

Are YOU Sharing in LIBERTY Storage Box $$$

Used by
banks, industrial and commercial firms, city, county state and national offices, and the like.

Used For
storing letters, checks, deposit slips, vouchers, and many other papers and records.

STUDY the details of this box a moment. Note how it is reinforced. Observe the end label and the method of fastening. LIBERTY boxes have again and again been tested by users against other equipment for storage filing purposes, and they have won out. These boxes are recognized today as the leaders in their field—they are used by more than 20,000 banks and business firms. They sell fastest and they repeat most. Thus they make you the most profit.

Write today for the full facts and our proposition to rated dealers

BANKERS BOX COMPANY, INC.

RAND McNALLY BUILDING — CHICAGO, ILL.

("**California Hath Charms**"—Continued from page 33.)

welcome and showed me how the work was done. He is an old-timer in the typewriter field, having started in New York before most of the popular typewriters of today were on the market.

No Caballero of Old Castile Ever Saw Stores Like These

Many of our readers will remember the story of the new Schwabacher-Frey Stationery store which was described in the September, 1926, number of Office Appliances. Our story did not exaggerate the layout at all. The store is as well arranged as any in any line of business I have seen. Other stationers visit it for suggestions on arranging their own stores. William F. Johnston, vice-president and general manager, a man imbued with sound, progressive ideas, ushered me through the various departments. This store handles a number of articles which are not stationery, but go well in a stationery store. I replenished my camera film supply from their completely equipped photographic department. A remarkable fountain pen display occupied one of the windows. More may be said about it in a separate item.

One of the most elaborate office furniture stores in the country is that of the Pacific Desk Company, T. F. Peirce, president. Mr. Peirce was visiting eastern factory connections, but George G. Myers, vice-president, was there and I had the pleasure of renewing my acquaintance with him. Dealers and manufacturers as well can obtain valuable ideas from their remarkable display rooms.

At the Grimes-Stassforth store I had the pleasure of meeting Mr. Grimes, Mr. Rising, Mr. Rising, Sr., a partner of Mr. Grimes, and three Risings of the next generation, who fill their own niches in the large Grimes-Strassforth organization and fill them well. Mr. Wallace, store manager, was taking a delayed lunch when I called and I missed him; not altogether, however, because I had an agreeable visit with him at the business show. This store is sold on the idea of handling specialties, and among others is doing very well with the Mimeograph. Mr. Wallace is a brother of Gordon Wallace of Stevens, Maloney & Company of Chicago.

Norman Selby, not the man of the same name who became noted for fistic prowess and later notorious, but a man who has devoted most of his business career to selling Multigraphs, is Los Angeles manager for the American Multigraph Sales Company. He went there from the Cincinnati office two years ago. Business was put aside temporarily while he gave me some particulars of the Multigraph convention for the western states which was held during show week. That disposed of, we visited for several minutes, reminiscing about early Multigraph history.

M. S. Thomas of the Neuner Corporation, who is as enthusiastic about Los Angeles now as he was about Indiana some years ago, showed me a remarkable system of filing samples of loose leaf, letterheads and other office forms executed by the Neuner concern. Each of the company's eighteen salesmen has a four-drawer steel file in which is filed the samples of printing jobs handled for his customers through a period of several years. When necessary to refer to some old order complete information is instantly available. Each salesman has an individual desk on a balcony facing the street.

Brief calls were made at the American Typewriter Exchange, where Charles S. Hefflin and E. C. Gleason seemed to have no difficulty in disposing of all the machines they could obtain, and at the Stationers' Corporation, where H. A. Morgan was in good spirits because of the business situation. I was unfortunate in missing some of

BIG BUSINESS—
Demands Featherweight Manifold!

PURCHASING agents, efficiency experts and office managers who serve captains of industry, giants of finance, are specifying ***Featherweight Manifold*** for printed forms and office use. *Featherweight* meets their requirements perfectly . . . in quality and price.

This genuine watermarked lightweight sheet is strong and non-porous . . . its own merits bring repeat business. *Featherweight* will not puncture nor "melt" in the typewriter. Its tough, rag content body gives greater tensile strength without adding weight . . . it is built for heavy duty.

Non-porous construction prevents jamming of automatic feeders.

Mr. Dealer, Compare! We ask you to compare the watermarked ***Featherweight Manifold*** with any other high grade onion skin on the market. Never mind the difference in price . . . just lay the comparative sheets side by side . . . feel them, fold them, tear them . . . put them to any severe test. You will find *Featherweight* will do ***all*** that higher priced sheets will do, and more . . . its low dealer price allows a handsome profit to you.

Samples and prices on application.

Seven Contrasting Colors Including White

Boxed *(500 sheets)—*
Legal Ruled and Printed "COPY"—
8 x 10 1/2; 8 1/2 x 11;
8 x 13; 8 1/2 x 13; 8 1/2 x 14
Printing Sizes: 17 x 22; 17 x 28;
22 x 34; 19 x 24

FEATHERWEIGHT PAPER CO.

Specialists in Light Weight Papers

Sales Office: 10 East 16th Street, New York, N. Y.

The Newest and Best Tongue Clasp Envelope!

Clasp Envelopes made from Spotlite Kraft are destined to outsell all others. Here are the reasons:

The light color combined with the smooth finish makes Spotlite ideal for printing.

For pen and ink addressing it is excellent.

By actual mailing tests as well as by laboratory tests, the **strength** of Spotlite has been found equal to the best brown and glazed kraft envelopes.

Although the light color would naturally rank this paper in a higher priced group, we are able to furnish Spotlite Kraft Envelopes at the same cost as No. 1 Brown or Glazed Kraft.

And even though Spotlite is lighter in color than XXXX Jute, Spotlite envelopes cost less!

26 Standard Sizes—Gummed Flaps and Clasp (or Tension Fasteners if desired.)

It is no longer necessary to use dark colored envelopes to obtain strength and light weight at low cost.

Also see our new general catalog No. 12 for Leatheroid File Pockets, Wallets, Bank Envelopes and many Specialties. If it does not reach you by May 10th, notify us, please.

Spotlite Kraft has been developed by special patented processes in a mill near Quality Park. Advertisers, printers and postal authorities have been quick to recognize its superiority. Stock and Show Spotlite Clasp Envelopes and your sales will increase. If you order an assortment of popular sizes at once you can be one of the first to offer Spotlite to your trade.

Quality Park Envelope Company

Quality Park (Midway) **St. Paul, Minn.**

GOES STEEL LITHO

Certificates and Bordered Blanks

The new line is composed of 16 styles including Certificates with the regular corporation wording upon them, open faced or blank body Certificates, Bordered Blanks, and a beautiful series of Common and Preferred Certificates.

A complete sample set is yours for the asking.

Be prepared! Have these beautiful new samples at hand for your next prospect.

So beautiful, so impressive, so inherently suggestive of value are these new Goes Blanks that they are certain to fascinate you—to win your immediate approval.

Each time you finger one, you will instinctively admire the beautiful cuttings of the engraver's needle, the sharpness and the detail of fine lithography, and the crackle and the enduring qualities of fine Goes Linen Bond paper.

This beautiful new Line of Blanks has been designed and produced to meet a persistent and constantly increasing demand for a line of ***Lithographed*** Stock Certificates and Bordered Blanks of exceptional quality—a line of ***Lithographed*** Blanks which will reflect the value of every issue printed upon them and the merit of every organization which uses them—***a line of Blanks high in quality, rich in appearance, yet reasonable in price.***

GOES LITHOGRAPHING COMPANY

49 West 61st St., Chicago (3826-A)

those whom I tried to see and in lacking time to call upon others whom I had intended to visit before leaving Los Angeles.

Old San Francisco's Not Like It Used to Be in Days of '49

At San Francisco and Oakland many of those whom I intended to see were absent, most of them out of town on business. However, I did have the pleasure of some very interesting visits.

The plant of the Pacific Carbon & Ribbon Manufacturing Company is very active; in fact, J. Francis O'Connor was having new carbon and ribbon making machinery installed while I was there to take care of increased business. Just last summer he had added another floor to his factory. In a few years he has built up a substantial and profitable business in typewriter ribbons and carbon paper which go from his factory to Pacific coast cities and to eastern cities as well. He also enjoys a substantial foreign business.

Leaving Mr. O'Connor I found my way to the Wholesale Typewriter Company on Market street. W. G. Chamberlin extended me a cordial welcome and took me through his establishment. Before entering the store one is impressed with the remarkable show window display and excellent location. Within, the typewriter store is unsually well arranged. Chamberlin has a store and an organization that can handle a large volume of business quickly and without confusion. Because of a full schedule I was obliged to decline to share in the hospitality of his home.

The Marchant Calculating Machine Company in Oakland was busy in all departments when I called. Production is far ahead of last year. The sales department was right in step with production.

I missed Arthur C. Moench, vice-president and general manager of the H. S. Crocker Company, Inc. When I telephoned him later he expressed himself as very well pleased with business on the Coast. On a previous trip he took time to show me through all departments of their large store. It is worth a call from any stationer who goes to San Francisco in the course of his travels. One can hardly enter the store without acquiring some valuable ideas.

I had six or eight more calls on my list for San Francisco and Oakland, but was unable to make them without rearranging my schedule. I hope to make those calls on a later trip.

Wherever I went I encountered a most cordial spirit. The western office appliance men exemplified the fine hospitality for which the West is famous, and many of them went out of their way to be of service. I hope to see all of them again.

Anglim Heads Consolidated G O E C Offices in Kansas City

The General Office Equipment Corporation has consolidated its Elliott-Fisher and Sundstrand divisions for the Kansas City territory under the direction of F. M. Anglim, formerly manager of the Elliott-Fisher Company in Kansas City. Since the consolidation of April 15, both divisions, including sales and service departments and operators' training school, have been at 500 Gumbel building.

Underwood Man Joins New York Telephone Company

Robert J. McLaughlin, recently of the advertising department of the Underwood Typewriter Company, resigned to become connected with the publicity department of the New York Telephone Company.

Mr. McLaughlin carries with him to his new position the good wishes of his many friends and associates.

Square Feet or Cubic Inches?

Every store, office, and machine shop is paying rent for wasted space, using square feet for cubic inch needs. Hundreds of small parts and odd size forms can be stored, indexed, and labeled, quickly available, in space now wasted on dozens. Service Steel Units multiply space value, increases efficiency, cut down time, space, and labor costs.

Adjustable drawers, 13 sizes; 5 styles. In any desired combination. Fire-resisting. No bolts, rivets or open joints exposed.

SERVICE

DUST proof
RUST proof
WASTE proof

Style B Drawer. 8 23/32" wide, 1 3/16" high, 13⅝" deep.

For Cuts, Forms, etc.

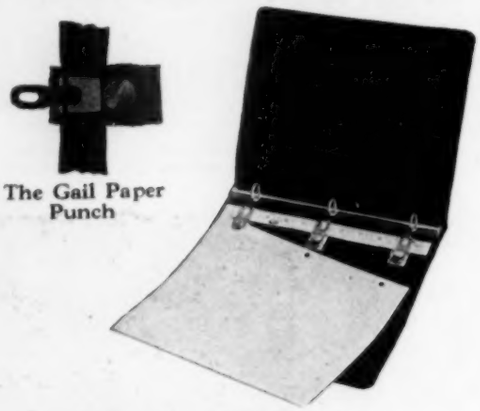
Service Unit No. 106, 33 drawers. A dandy fire-resisting unit for forms, cuts, electros, etc. Very reasonably priced.

Good profit producer for live dealers. Write today.

SERVICE STEEL PRODUCTS CORP.
914 W. North Ave. Chicago, U. S. A.
(3836)

WAIT!
The New
Better Protection
MEILINK
BUILT SAFES
WATCH!
for June Announcement

TIE UP WITH OUR NATIONAL ADVERTISING



The Gail Paper Punch

Increasing Demand Proves the Salability of the GAIL Punch as an Adjustable Desk Punch

Dealers are finding the Gail Paper Punch a ready seller. Its compact neatness and punching efficiency have gained the approval of the public. The ring book outfit, consisting of three punches and a fibre or steel ruler, is popular because it can be carried in the binders always at hand, ready for use. The Gail outfit with a fibre ruler retails at $1.25. Your request will bring complete details.

GAIL

Atlas Stationery Corporation

Exclusive Dist. of "Cado" Cushman and Dennison Specialties

109-111 Leonard Street New York, N. Y.

Exclusively— An OSCO Product

The New Steel Combination Work Classifier is made by OSCO only. It is exclusive in design and working efficiency as well as in manufacture. The 18-gage steel tray is made in three finishes, oak, mahogany and olive green. The Spanish leather outfit is made to match the tray color, and has twelve compartments with a vertical expansion of a half inch each. The medium weight pressboard compartment divisions are equipped with metal index tabs. Felt covered tray bottoms prevent the scratching of desk surfaces.

OCOS

Write now for complete particulars about this quick selling, low priced, profitable office specialty

Office Specialty Co., Inc.

68 Beekman Street, New York, N. Y.

G-W Prosperity Drive Contest Ends

After three months of hard work on the part of the Globe-Wernicke sales organization throughout the country, the Prosperity Drive contest has come to an end with results which are thoroughly satisfactory to the company as well as to the sales force.

Several hundred sales people were interested in this big contest, which covered the country from coast to coast and from the Canadian line to the Gulf. The sales organization was divided into Classes A, B and C, according to ranks of the different cities.

The first prize, Class A was won by Paul Bolten, Marshall-Jackson Company, Chicago, who won $300 with 2,040 points to his credit. Class B first honors were awarded to S. J. Lysinger, Palace Office Supply Company, Tulsa, Okla., who won $300 with a record of 790 points. The first prize winner in Class C was Thomas J. Lofgren of the Book Store, Olympia, Washington, who won $300 with a record of 1,190 points.

E. T. Aydelott of F. F. Hansell & Bros. Company, New Orleans, La., won second prize of $250 in Class A with 1,994 points. Second prize of $250 Class B was won by E. K. Abel, H. & W. B. Drew Company, Jacksonville, Fla., with 662 points. Second prize of $250 Class C was won by L. C. Dewey, Office Supply & Printing Company, Sheboygan, Wis., with 990 points.

The third prize winners, each of whom won $200 in Classes A, B and C respectively were A. B. Bradick, W. H. Kistler Stationery Company, Denver, Colo.; J. S. White, H & W B Drew Company, Jacksonville, Fla., and Baker Cummings, Abilene Printing & Stationery Company, Abilene, Texas.

Other prize winners include the following: Class A, fourth prize $175, Joe Brown, J. K. Gill Company, Portland, Oregon, 1,172 points; Class B, Earl Keyes, Western Bank & Office Supply Company, Oklahoma City, Okla., 606 points; Class C, Paul K. Smith, The Office Outfitters, St. Petersburg, Fla., 606 points.

Fifth prize, $150 Class A, A. L. Croonenberghs, Jr., Seattle West Made Desk Company, Seattle, Wash., 1118 points; Class B, A. H. Fatzinger, M. S. & D. A. Byck Company, Savannah, Ga., 482 points; Class C, C. J. Latil, Southern Stationery Store, Inc., Baton Rouge, La., 560 points.

Sixth prize, $125. Class A, W. B. Wood, W. B. Wood Company, Newark, N. J., 850 points; Class B, Fred Treher, The Cotterel Company, Harrisburg, Penna., 434 points; Class C, J. E. Van Natta, Ithaca, N. Y., 558 points.

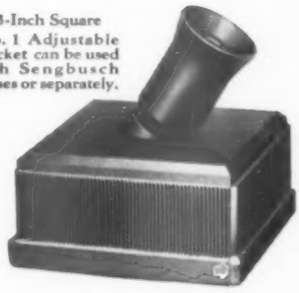
Seventh prize, $100. Class A. Earle L. Legg, William F. Wholey Company, New York City, 848 points; Class B, Walter Reine, Smith & Butterfield, Evansville, Indiana, 416 points; Class C, K. O. Gile, Review Printing & Stationery Company, Decatur, Illinois, 372 points.

Eighth prize, $90. Class A, Harry L. Morgan, Harry L. Morgan Company, Columbus, Ohio, 834 points; Class B, M. F. Westring, Mid City Stationery & Supply House, Rockford, Illinois, 322 points; Class C, M. P. Weingaertner, Egyptian Stationery Company, Bellville, Illinois, 356 points.

Ninth prize, $75. Class A, F. L. Moffatt, Roberts & Son, Birmingham, Ala., 822 points; Class B, S. T. Brown, C. D. Steele Company, Duluth, Minn., 302 points; Class C, Elmer Hathaway, Doyles Book Store, Ardmore, Okla., 322 points.

Tenth prize, $50. Class A, W. Morley, Business Furniture Company, Indianapolis, Indiana, 806 points; Class B, D. S. Wheeler, H & W B Drew Company, Jacksonville, Florida, 278 points; Class C, S. E. McAmis, Kingsport Office Supply Company, Kingsport, Tenn., 308 points.

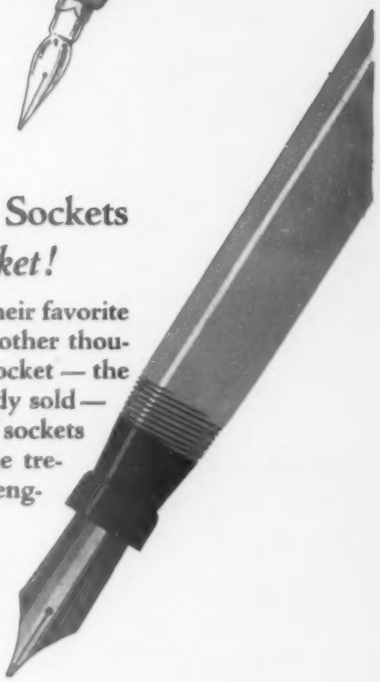
Fits 'Em All!



3-Inch Square
No. 1 Adjustable Socket can be used with Sengbusch Bases or separately.

3-Inch Round
No. 10 Adjustable Socket. Used on Sengbusch Bases or separately.

No. 20 Adjustable Socket. Can be used only with Sengbusch Bases intended for No. 56, 57 or 60 Inkstands.



The New Sengbusch Adjustable Sockets *Open an Enormous Market!*

Think of the thousands who desire to use their favorite pocket fountain pen for desk work — the other thousands who prefer steel pens, but want a socket — the untold numbers of Sengbusch Bases already sold — the host of people who demand pens and sockets separately — only then can you realize the tremendous immediate waiting market for Sengbusch Adjustable Sockets.

Here at last is a socket that puts *no limit* on your sales. Instantly adjustable. A simple turn does it. Fits any pen — large or small — fountain or steel. Built to set into any Sengbusch base you have sold or now have in stock. And, most important — *priced to bring you the volume business.*

Sengbusch Adjustable Sockets sell in combination with Sengbusch sets or separately. No adjustment of stock necessary. Offer a wonderful opportunity for reducing your pocket fountain pen stock. Sockets, Inkstands and Bases apply toward dealer maximum discount quantities. Effective dealer helps furnished. Order your supply now. Tell your salesmen to "Carry a Socket in the Pocket" when they make calls. Start to cash in on the big profits right away.

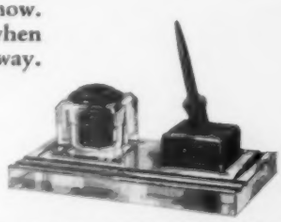
List Prices

No. 1 Sengbusch Sockets, Black $2.00
No. 10 Sengbusch Sockets, Black $2.00
No. 20 Sengbusch Sockets, Black $1.50

No. 1115 Sengbusch Oak Desk Set equipped with Sengbusch No. 51 Inkstand and No. 10 Pen Socket adjusted to fit a small barrel pen.

Sengbusch

Self-Closing Inkstand Company
515 Sengbusch Bldg., Milwaukee, Wisconsin



No. 1210 Sengbusch Emeraline Desk Set equipped with Sengbusch No. 52 Inkstand and No. 1 Pen Socket adjusted to fit large barrel pen.

A Sengbusch Announces the

"Dipaday Pen"

—a marvelous *new* writing instrument designed for the desk worker and executive!

1 Guaranteed 14K. gold iridium point pen. Assorted nibs as follows: fine, extra fine, medium, stub and manifold.

No. 40 . . . $3.00 (with No. 4 Nib)
No. 60 . . . $5.00 (with No. 6 Nib)

2 Barrel and Feed, hard rubber construction. No soft rubber parts to deteriorate. No repairs ever needed. Should last a lifetime. Barrel available in red or black.

One Dip Will Write Three to Four Pages

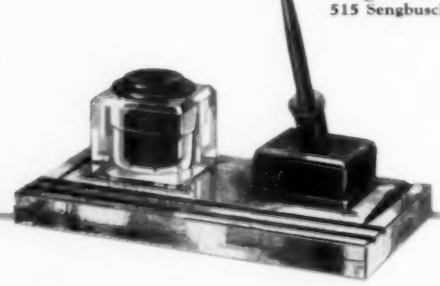
At *last*—a new and totally different writing instrument, unlike anything ever offered before—the Sengbusch DIPADAY PEN! Strictly a desk pen for desk work. Used in combination with a Sengbusch Adjustable Socket and Self-Closing Inkstand, the Dipaday eliminates all the inconvenience of old-fashioned writing methods. No feed channel to clog, no rubber sac to deteriorate, no constant dipping as with a steel pen. The Dipaday is *always ready* for instant service. And its light weight and even balance make writing a pleasure heretofore unknown.

Dip a Dipaday in the regular way—the feed automatically refills itself. Clean, fresh ink, too—supplied each morning from a Sengbusch Self-Closing Inkstand. Order your stock of Dipaday Pens now. Sell them in combination with Sengbusch Sockets and Inkstands or separately. A big market is waiting. Dealer helps to build your sales. Order today.

Sengbusch Self-Closing Inkstand Co.
515 Sengbusch Bldg. Milwaukee, Wis.

A New Idea in Writing Instruments

The Dipaday is the greatest step forward in writing instruments ever offered the public. Made especially for desk work, and should always be used with the Sengbusch Adjustable Socket. Definitely ends pen troubles. No manipulation to fill it. A dip and its ready to write. Placed in the socket, the nib stays moist, writes at an instant's notice. No *fountain pen ink* needed. Any ink can be used with a Dipaday. No replacements, because nothing to wear out. A volume sales item. Stock Dipaday now.



100% Writing Efficiency

A Sengbusch Self-Closing Inkstand, Adjustable Socket and Dipaday Pen is the only combination which gives 100% writing efficiency. Feature this combination with your trade.

Remington

"My typewriter problem is completely solved"

THE Remington Line alone can solve all your typewriter problems with *A Machine for Every Purpose.*

Standard Typewriters, Noiseless Typewriters, Electric Typewriters, Tabulating Typewriters, Portable Typewriters, Vertical Adding Typewriters, and Bookkeeping Machines of every kind and description — these are the components of the Remington Line. And each of these many Remingtons is the very last word in the field it covers.

The completeness of the Remington Line—a new development in the industry—enables the typewriter and bookkeeping machine user to practice selective buying to a degree hitherto impossible.

In making the right selection, the Remington representative can render you most helpful assistance. His training is as complete as the line he sells; he knows the machine which *should* be used under every given condition—and for each and every purpose. This knowledge and training is freely at your service.

REMINGTON TYPEWRITER COMPANY
Division of Remington Rand, Incorporated
374 Broadway *Branches Everywhere* New York

Remington-made Paragon Ribbons & Red Seal Carbon Papers always make good impressions.

The International Jury of the Sesqui-Centennial Exposition at Philadelphia has awarded the Remington Typewriter Company the Grand Prize, its highest award, for typewriter and bookkeeping machines, adapted to all purposes, and particularly commends as a notable advance in typewriters the Remington Noiseless, Model 6

Typewriters

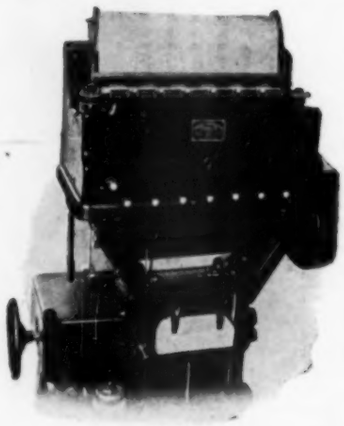
A MACHINE FOR EVERY PURPOSE

NOW—ANOTHER TYPE OF

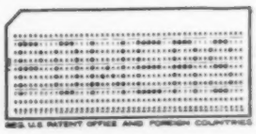
POWERS* ACCOUNTING MACHINES

Announcing Powers* new and complete line of alphabetical accounting machines which still further simplify general accounting.

PRINTS NAMES AND WORDS AS WELL AS FIGURES.



Automatic compilation, printing, and summarization from punched cards.



* In addition to alphabetical machines, Powers equipment includes automatic, visible, slide, numbering, and typewriter key punches; plain and counting sorters; numerical printing tabulators.

POWERS ACCOUNTING MACHINE CORP.
374 BROADWAY, NEW YORK CITY

Your Guarantee of Best Quality — **Your Guarantee of Practicability**

"ACCO" means something when placed on merchandise. It is the stamp of perfect goods—of full count. We are very careful to maintain this name—you should be careful to maintain your good name by offering only quality goods. The goods you sell classify your business

AMERICAN CLIP COMPANY
Long Island City, New York, U. S. A.

CANADA
Acco Canadian Co., Ltd.
454 King St. W., Toronto

EUROPE
Acco Company, Ltd.,
19 Whitefriars St., London, E. C. 4

ARGENTINA
Fred Berg & Co.,
77 San Martin, Buenos Aires

New Machines and Devices.
(Continued from Page 37.)

Filing Cabinet Contains Safe

The Invincible File-Safe is a new idea in filing cabinets just brought out by the Invincible Metal Furniture Company of Manitowoc, Wis. The file when closed bears no outward appearance of containing a safe. The first door matches the face of the letter drawers. The door of the safe is of one-half inch solid steel with a double nosed

THREE-DRAWER HIGH INVINCIBLE FILE CONTAINING THE INVINCIBLE FILE-SAFE.

fourteen-tumbler lock requiring two keys. Besides the side lock, there are top and bottom lock bolts that operate automatically like the lock bolts on a safe door. The door has a beautifully jiggered finish inside and out. The double wall steel safe cannot be separated from the cabinet once it is built in. This double wall is asbestos lined, giving protection from fire, in addition to the protection the safe gives from theft.

The Invincible File-Safe takes the place of the top drawer in the letter file. The remaining drawers are letter files or if desired may also be equipped with safes. These files safe equipped are built two drawers desk-high, three drawers, counter-high, and four drawer-high letter files.

More About the Medart Demountable Cabinet

On page 37 of the April issue of this journal there appeared a brief description and illustration of the new demountable steel cabinet recently perfected by the Fred Medart Manufacturing Company of St. Louis. We give here a few additional particulars which came after the April issue was mailed:

An outstanding feature on which emphasis is laid is that the cabinet is boltless. All parts are welded together into a few units—base, sides, back, top, doors and shelves. These units interlock, fitting snugly together and are held securely by four long rods which pass through the posts from top to bottom.

Because of the ease and speed with which these cabinets can be set up, the company has established the policy of shipping them knocked down. The dealer can set up one cabinet for display and deliver from the unassembled stock, erecting the cabinet in the customer's office. Savings are thus effected in express, freight and drayage.

Every effort has been made to produce a cabinet that is as nearly as possible thief-proof. It has a seven-pin tumbler lock with a center-grooved key—and the lock is in the

See MASHEK First
CHICAGO

Variety

To meet every requirement in Brief Cases, Music Cases, and Catalog Cases—the MASHEK line insures satisfaction.

Manufacturers for 25 years

Brief Cases
Catalog Cases
Music Cases
Bankers' Cases
Wallets
Portfolios

A choice selection of Fancy Leathers in a large variety of styles is included in the wide assortment of staples.

This complete line is now on display in our newly decorated showroom. You are cordially invited to inspect same.

FRANK MASHEK & CO.
CHICAGO
"If it's made with Leather, MASHEK makes it Better"

Quick as a Flash!
End Mistakes--Double Speed with Precalculated Verified Answers

Meilicke ready-made answers to routine problems cut calculating time in half for Western Union, Western Electric and many other users. Any employee can use Meilicke Systems without training. There are no keys to punch, no levers to pull. Just turn the card and copy the answer.

The Meilicke line consists of the following devices:

Interest Calculators
Savings Bank Calculators
Time Calculators
Pay Roll Calculators
Bonus Calculators
Unit Basis Calculators
Dozen Basis Calculators
Freight Calculators
Express Calculators
Lumber Calculators
Coal Calculators
Commercial Calculators
Butter-fat Calculators
Yard Goods Calculators
Discount Calculators
Water Bill Extenders
Electric Bill Extenders
Price Checkers
Vertical Cataloging
Phone Indexes

The Dictaform for letters, paragraphs and all data.

Meilicke Systems meet every need, and special Calculators can be supplied to meet any special requirements. Let us show you without obligation how Meilicke systems can save money for your business. Write now.

Agents—Some valuable territories are still open. Write today.

Meilicke Systems, Inc.
3471 No. Clark St. Chicago, Illinois

THE
BARRETT
PORTABLE
ADDING LISTING MACHINE

$88.00
F. O. B. Phila.

9 Columns
Capacity

Manufactured and Distributed by
Lanston Monotype Machine Co.
Philadelphia, Pa., U. S. A.

The Superior
MULTIPOST
STAMP AFFIXER and RECORDER
SAVES STAMPS, TIME and MONEY
Eliminates four out of five necessary operations in the stamping of mail. Prevents loss, misuse and mutilation of stamps by keeping them locked together in one safe place. Makes possible an accurate record of all stamps used.

DEALERS:
You know that persistent National Advertising creates a steadily increasing demand for an article, the merit of which has already been established. Each of our advertisements urges prospects to ask you for the Multipost and you should be prepared to supply them. Under our Dealer Plan you carry no stock, have no money invested and are not obligated for service.

[If you have not received our Dealer Book "Why & How," write for it now.]

Multipost Company
ROCHESTER, N. Y.

handle, which is attached to the door from within, making it impossible of removal when the cabinet is closed. A three-point locking device guards against the crow bar. Hinges are welded on to the doors and posts, and the hinge pin has a shoulder at the center to prevent removal by tapping. No master-keys are issued; the purchaser is therefore assured of privacy and security.

Shelves are double-reinforced. A channel is welded on to the bottom of each and the edges are formed around steel bands. This guards against sagging from overloading. As already stated, the shelves are adjustable.

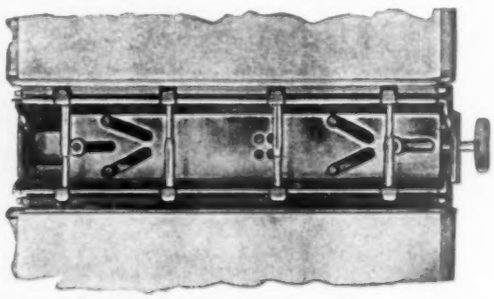
The doors of this cabinet are corner-hung, permitting them to swing clear of the cabinet. Narrow but sturdy corner posts offer no obstruction, to removal of contents. The front of the cabinet is unbroken; the sides are paneled, and the top and base protrude a trifle to add an artistic touch. The handle, of highly polished aluminum, is beautifully designed. All cabinets are finished in Duco. The complete line includes green, mahogany, walnut and ivory white.

A German Loose Leaf Product

Hildebrandt & Stephan, Prinzenstrasse 34, Berlin S., 42, Germany, is offering for sale in the United States patent rights in patent number 1,597,749, on a loose leaf book known as Vul-Fib-Permanent-Book. This book has been sold in Germany for several years and it is not the intention of the company to do an export business preferring to have arrangements made for the sale of the United States patents. The cover of the book is made from vulcanized fibre and the patent was issued to a co-partner of the

VUL-FIB BOOK CLOSED.

firm, Willi Wolf. Both the German and the American patents were issued to him. The company will sell the patent outright or will license some concern in America to make the goods and sell them.



MECHANISM OF BOOK.

These books are said to be exceptionally durable.

The invention has for its object to provide a ledger or book which employs heavy fibre plates so disposed that a reducing to fibres at edges will be avoided by providing resistance against wear during handling which will render the book cover as indestructible as the mechanism serving for the filing of the leaves. The case and mechanism are made of cold rolled steel. There are no springs, ratchets, straps nor chains.

The L C Smith Key-Set Tabulator —a brand new feature

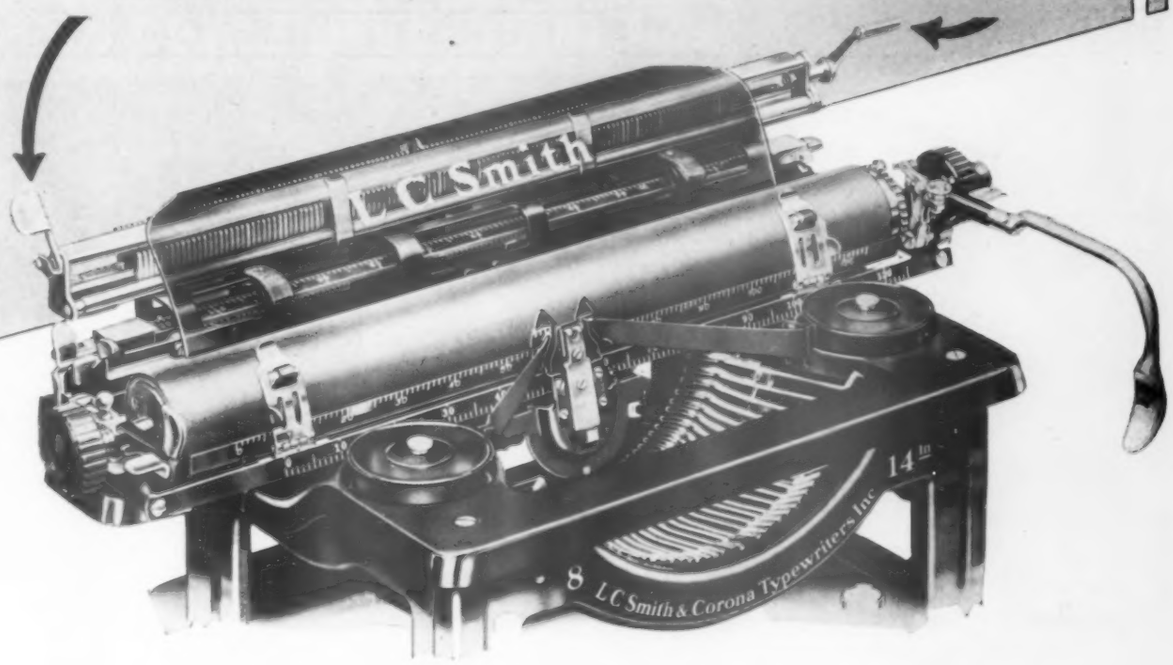
Here is the greatest time saver in the world for the operator who does billing and tabulating.

Just a little pressure on the left hand lever and you set the decimal tabulator stops. A fraction of a turn on the right hand lever and they are released in a jiffy. Almost as simple as shifting for caps!

Here's a device that will interest L C Smith users everywhere—and it is especially reasonable in cost. Obtainable on machines of any carriage width—from ten to twenty-six inches.

Left Hand Lever Sets Stops

Right Hand Lever Releases Stops



L C Smith & Corona Typewriters Inc

Established 1903 Factories at Syracuse Groton and Cortland N Y

ROBARCO

ROBARCO

ADDING MACHINE ROLLS

MANUFACTURED IN OUR OWN PLANT

Every roll firmly wound, with smooth edges, free from breaks and lint—standard widths—special sizes to order.

No. 900 ADMA BOND—a high grade hard finish Bond.

No. 700 UNIVERSAL—a fine white Writing—our "best seller."

No. 600 STERLING—a hard finish white Print — recommended where price is a consideration.

2- 5/16" rolls packed 100 to carton
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PRICES ACCORDING TO QUANTITY—send for samples and quotations

ROCKWELL-BARNES COMPANY

823 SO. WABASH AVE. **CHICAGO, ILLINOIS**

BENTLEY & GERWIG FURNITURE COMPANY

Bentley-Gerwig Desks—Built for Life-Time Service

A Complete Line that will meet all requirements of the modern office.

Life-Time Service built into Office Desks requires First Quality in Materials, Skilled Cabinet and Machine Work, Expert Finishing. All of these combine to make Strength and Durability outstanding features of Bentley-Gerwig Desks.

Made in Quartered Oak—Mahogany—Walnut.

Complete Catalog and Price List on request *at Parkersburg, W. Va.*

BENTLEY & GERWIG FURNITURE COMPANY

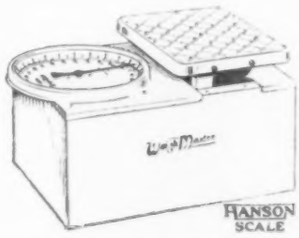
New Typewriter Bar and Sub-Lever

Albert N. Woodruff of Washington, D. C., is the inventor of a new type-bar mechanism, patented March 1, 1927, as No. 1,619,391. The invention proposes a type-bar action including a type-bar which may have adjacent to its free end a series of lengthwise type members and which has adjacent to its opposite end a pivot opening and a laterally enlarged portion. Mr. Woodruff makes four claims for his invention, the first of which is as follows:

1. In a typewriter, a type bar pivotally supported adjacent to one end and to normally extend forwardly in a substantially horizontal position and having at its rear pivoted end a lateral enlargement provided with lower teeth forming a curved gear surface along a line eccentric with respect to its pivot, a sub-lever pivotally mounted at its forward end and normally extending in a substantially horizontal position beneath the type bar with the upper portion of its rear end engaging the type bar adjacent to the pivoted end of the latter, said rear end of the sub-lever having a curved gear surface cooperating with the gear surface of the type bar, and said sub-lever having a lower rounded projection intermediate its ends and a key lever fulcrumed intermediate its ends and having its inner end provided with an upwardly facing engaging surface in contact with the rounded projection of the sub-lever, as described.

Bath Room Scales a Profitable Specialty

Hanson Brothers Scale Company, 538 North Ada street, Chicago, Ill., produce the "Weigh-Master" bath room scales. This is the result of years of development work, which have produced a high grade device of attractive appearance and a number of distinctive qualities. The scale will not tip over; occupies very small space; has a non-slipping rubber mat on the platform. Because of its unusual sensitiveness it registers the weight of small folk



HANSON "WEIGH-MASTER" BATH ROOM SCALES.

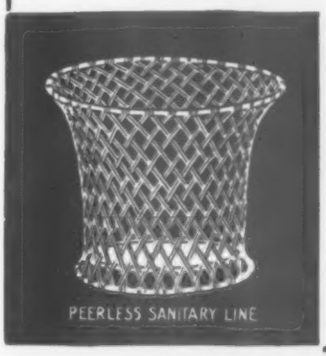
with the same accuracy as that of adults. For this reason the "Weigh-Master" is adapted particularly for homes in which there are small children. This scale is marketed at a price which makes it possible for the office equipment dealer to get a very attractive margin, and is consequently worthy of the serious consideration of the trade.

There has never been a time when individuals have been interested so keenly in their weight. Many physicians are now directing periodical weighing as a means of indicating the state of health of the individual. Perhaps half of the women are trying to reduce. The other half is trying to keep its weight where it is.

From the viewpoint of the office equipment dealer the sale of bathroom scales presents a great opportunity. While the majority of his visitors are men—and while a personal or bathroom scale is used by women mainly—yet experience has shown that these utilities are purchased by men. A really high grade bath room scale in the store, placed where the men will see it, will tempt them to test their weight, before buying.

PEERLESS PRODUCTS PLEASE

Letter trays and waste paper baskets, all sizes, mail and tape baskets, space baskets, built up trays, locker baskets, PEERLESS paper burners, wire globe guards, office partitions, wire guards, etc. SPECIAL WIRE GOODS MADE TO ORDER.



PEERLESS WIRE GOODS CO.
2720 Ferry Street
LAFAYETTE, INDIANA

The QUIK-LOK STORAGE FILE Pat. Pending

Steel Reinforced, Automatic Spring Lock, Convenient Pull Strap, Dust Proof, Collapsible. Positively guaranteed. / 37 sizes. Sells at sight. Unlimited sales possibilities.

DEALERS will find less sales resistance to this file than anything ever offered to your trade. Enthusiastic letters and repeat orders from all over the country attest the satisfaction of both the dealer and the customer. Write today for our complete catalog. Free Demonstrating Sample and Circulars for Distribution.

THE KAY-DEE COMPANY
Mfgrs. Steel, Fibre and Paper Transfer and Storage Files.
3644-3664 So. 36th Street Lincoln, Nebr.

It is surprising what a difference Lincoln Superior Typewriter Keys make in the action of any machine. Just ask any stenographer to try them. She will endorse them instantly.

LINCOLN
RUBBER KEY CO.
27 Thames St.
NEW YORK

WAIT!
The New
Better Protection
MEILINK
BUILT SAFES
WATCH!
for June
Announcement

Air Mail Adhesive Labels in Handy-Roll

The Handy-Roll Company of No. 2 Prince's Court, Fruitvale, Oakland, Calif., has put on the market what they designate as the new Handy Roll Air Mail Adhesive Labels. This is put up in a neat holder of tin, which fits the hand and contains three hundred inches of air mail adhesive labels in tape form. The label is colored red, white and blue and enough of it is drawn out to contain the words printed in blue on the white center, "Via Air Mail." It is then torn off, the gummed side moistened and affixed to the envelope beneath the stamp. The keen metal

HANDY-ROLL IN USE.

edge enables one to detach each label at the perforation. An opening in the top of the holder makes it possible to push out the label easily with the thumb so that it can be grasped and pulled out the rest of the way. This device enables a concern to use its regular business envelope showing name and address, for Air Mail purposes.

This is one of several conveniences made by the Handy-Roll Company, such as Handy-Roll mending tapes in transparent paper and opaque white cloth.

The New Silverglo Desk Lamp

Silverglo Lamps, Inc., Baltimore, Md., has added a popular-priced number to its line of desk lamps.

While this lamp costs less than the other lamps made by

NO. 199 SILVERGLO DESK LAMP

this company, it still embodies all the indirect lighting advantages of the other numbers, and is in every way a most satisfactory unit.

New Devices in Weeks Line

The Frank A. Weeks Manufacturing Company, 93 John street, New York City, in its newest catalogue, which consists of a retail price list of calendars for 1928 and is known as Calendar Catalogue No. 5, lists among the new items the De Luxe Bunch of Dates calendar which is made of highly polished material in solid colors with inscription in gold. Cover has a gilt edge border. This calendar may be had in pencil blue, cardinal red, jade green and jet black.

Another new device is the Daylidates, a new weekly appointment calendar with a week to a page. This calendar is headed by the word "Daylidates," below which is a clock dial and the figures 1927 within, with the usual numbers about the dial. Below on a scroll is "The Hour

Imperial DESKS
for every office use

No. 861
Flat Top

Four Grades

There is an Imperial Desk to fill every need and to meet every check book.

Four grades and one hundred styles cover the majority of desks purchased.

Imperial Desks embody attractive appearance, staunch construction, built-in conveniences and moderate prices.

THERE IS MONEY IN OFFICE FURNITURE

Imperial Desks are so made and priced that you can add a worth-while profit and still offer attractive values.

Send for Catalogue No. 26

IMPERIAL DESK COMPANY, EVANSVILLE, IND.

Cell-o-lights
offer

BETTER QUALITY
LOWEST LIST PRICES
LARGER DISCOUNTS

MODEL C 100

A portable lamp designed for the average desk; gives ample illumination; adjustable; 13 in. high; finished in statuary bronze.

Price $7.50

A complete line of lamps and reflectors all equipped with the Cello scientifically constructed daylight lens.

MODEL C 500

A high grade, beautifully designed portable for office or counter use. Wonderful for color matching and display work. Two adjustments; 24 in. high.

Price $13.50

Send for illustrated catalog showing complete line with prices.

Cello
INCORPORATED

Manufacturers' representatives write for exclusive territory.

19 West Houston Street, New York City

Increased Manufacturing Volume Brings New

LOWER PRICES

on the swift-moving, swift-selling

SPEED FASTENER

Frozen Staples with Sharpened Points

NEW, low prices on Speed Fasteners make them doubly attractive from the distributor's viewpoint, giving bigger turnover on an already big item—giving bigger profits on an exceptionally profitable one.

Speed Fasteners are the most versatile of all stapling machines; they're new, different and *popularly priced! They never clog;* frozen staples with sharpened points add to their advantages.

Each machine operates in 3 distinct positions, offering a marginal distance or "reach" of upwards to 4-1/2 inches from the staple to the edge of the paper. It also may be *detached from its base* to staple papers, tags, labels, etc. upon cloth, cardboard, lightweight wood, metal, leather, etc. *in any position.*

NEW LIST PRICES:

Model 50 —formerly $8.00—now $6.50

Model 100—formerly $10 — now $7.50

The generous distributors' discounts *remain the same!*

PARROT SPEED FASTENER CORP., *Sole Distributors,* 388 Broadway, New York City

Fertilize the Field for Healthy Growth!

Quality merchandise "fertilizes" your business and assures repeated "crops" of profitable typewriter sales.

Cut price merchandise means cut profits—*reduced fertility for the future!*

Quality

REMANUFACTURED GOLD STANDARD UNDERWOODS

are "Better by test than all the rest"

Let us tell you the difference between rebuilt and REMANUFACTURED typewriters.

Hard Work Alone Won't Grow Profits!

GENERAL TYPEWRITER EXCHANGE

462 Broadway **New York City**

of Appointment." Lines radiate from each of the hour figures on the clock. Below is the weekly calendar ruled for the seven days of the week with the hours of the day at the left hand margin. There are twenty appointments to each page.

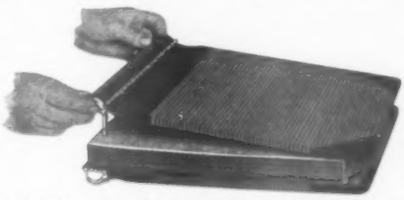
BUNCH OF DATES CALENDAR.

with a sheet to a day. It is printed on a good grade of bond paper, pen ruled and affords a flat, firm writing surface. It comes in two sizes 4x7 inches and 5x8 inches.

The catalogue shows the complete lines of stationery specialties handled by the Frank A. Weeks Manufacturing Company under the Paragon trade mark.

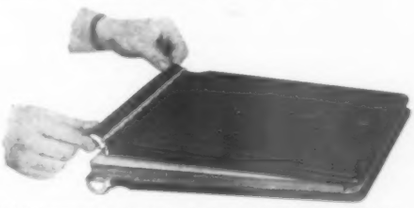
Extra Expansion "Aladdin" Binders

The National Blank Book Company, Holyoke, Mass., has brought out the extra expansion "Aladdin" loose leaf binder, which affords 200 per cent expansion, without adding



"ALADDIN" EXTRA EXPANSION BINDER.—Pressing the Thumb the Thumb Piece in Front End Cap.

post sections. These operate on the same principle as the original "Aladdin" binder. No key is required. The binder is opened by pressing the thumb piece in the front end cap. To close the binder the thumb piece in the back end cap is pressed, and the covers compressed.



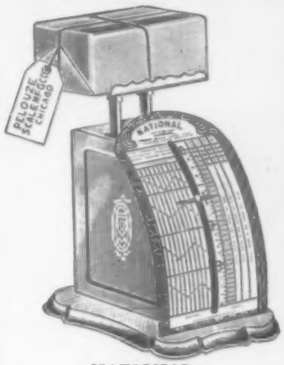
"ALADDIN" EXTRA EXPANSION BINDER.—Illustrating the Expansion Possible.

The "Aladdin" extra expansion binder is made for sheets 9¼x11⅞, 11x14 or 11x17, bound in full black levant grain "Texhide." A binder for sheets 9¼x11⅞ is made with corduroy sides, red "Texhide" back and corners.

New Y and E Steel Filing Cabinet

The Yawman and Erbe Manufacturing Company of Rochester, N. Y., in the April issue of "The Y and E Idea," describes a new five-drawer steel file, No. 5514, especially designed for those whose office space is small. This is a full letter-size cabinet, which offers, it is said, twenty-five per cent more filing space in the same floor space. It is exactly the same height as the Y and E No. 5704 with No.

SAVE TIME AND POSTAGE
BY USING A
PELOUZE
POSTAL SCALE

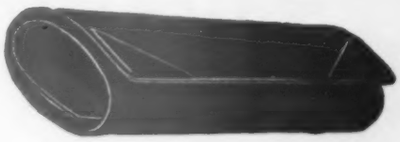


It tells automatically the exact amount of postage in cents, required on all mail matter, including parcel post rates by zones. Warranted accurate. Finished in gold bronze or French gray.

NATIONAL
Made in Several Styles
Intended for individual desk, library, office or shipping department.

For sale by leading Dealers everywhere
Ask for "Pelouze" Scales—Send for catalog
Dealers supplied through principal jobbers

Pelouze Mfg. Co.
Manufacturers "Pelouze" Household and Infant Scales
232 E. Ohio St., :: Chicago
The above advertisement is appearing in many of the national magazines.



Standard Everywhere

Hoffman Never-Warp Desk Pads set a standard everywhere—a standard hard to rival. Volume production permits low retail prices with full margin of profit. Sixty styles meet any demand. Make sure you sell Hoffman standard; there is none better.

Prices and discounts on request to dealers

L. HOFFMAN
145 Lafayette St.
NEW YORK CITY

Values

EYE

Attractive designs, beautiful finish, high grade hardware—they get the attention and interest of the business public.

MATERIAL

ASCO boxes and files are made of the best grade of furniture steel electrically welded and sturdily constructed — fitted with a good lock they are worth many times the tin products, yet they cost no more.

EXCELLENT VALUE

SELLING

Our line of steel boxes is extensive enough to fill nearly any need. Many points of superiority make quick sellers and there is excellent profit for the retailer.

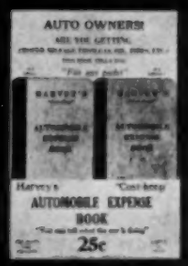
SALES VALUE

Write direct for catalog

ASCO

Art Steel Co.
Incorporated
401 E. 23d St. New York

It Sells Itself!



Set this Display Box on the counter and watch these Automobile Expense Books sell!

Harvey's "Cost-Keep" Automobile Expense Book

Is a handy, pocket-fitting book that fills the need of every auto owner. Once seen on the counter, these 12 books are soon sold! Leading stationers all over the country are selling this little profit-maker; and their repeat orders are constantly growing in size and number.

Liberal discounts. Send for sample.

Fred W. Harvey Co.
Syracuse, N. Y.

5710 base. It is, structurally, the same in materials and workmanship as the Y and E 5700 line. Side locking compressors in the drawers add to the clear filing space. The drawers are not equipped with guide rods. The drawers have the easy-rolling Y and E single bearing progressive slides. The new file is finished in regular Y and E No. 627 olive green enamel, but may be had in mahogany or walnut, to order. Wing bolts are provided for locking two or more cabinets side by side. A general lock for all the file drawers can be added at a small extra charge. Standard Y and E guides can be cut to fit the new five-drawer file.

The Presto Moistener

The Bachrach Specialty Company of 2275 Third avenue, New York City, manufacturers of Presto automatic closing ink wells, recently introduced a new patented article which they call the Presto moistener. This device consists of an aluminum tube which is filled with water by removing a rubber stopper at one end. The operative feature consists of a metallic non-corrosive roller which carries the water to the gum of the envelope or other article to be

NEW PRESTO MOISTENER.

moistened through a specially constructed valve which permits a variable amount of air to enter the tube, thus regulating the flow of water to the roller. It is stated that this valve can not get out of order. All parts of the moistener are made of a non-corrosive metal or other non-corrosive substance. This moistener remains in a clean and sanitary condition, even after long use. It does not soak the gum from the flap of the envelope or the label because the exact amount of moistening required can be easily regulated. The work is quick and neat. This device is sold at a popular price. The moisteners come packed in attractive display cartons, twelve to a carton. The article has met with a cordial reception in the trade.

Miller Bros. Add New Item to Line

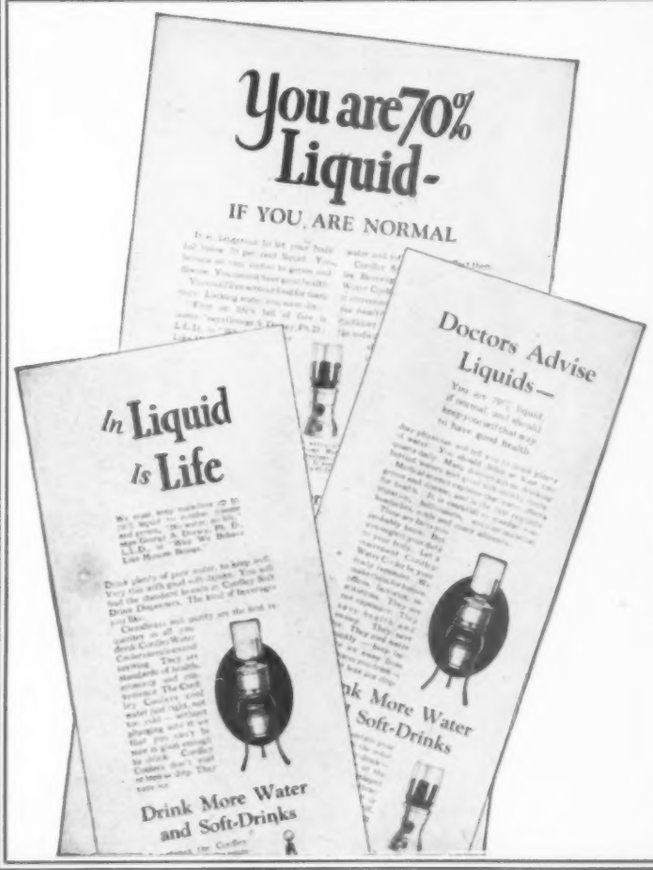
The Miller Bros. Pen Company, Meriden, Conn., have added a new item to their line of steel ink erasers. This eraser is known as No. 699J. It is a steel ink eraser made with a round tang and has a handle of jade "Ivorite" which is said to be a very practical material. In this color the new eraser matches the desk sets which are now being put on the market. These erasers may also be had in red or blue.

No. 6012-PF

A Member of Series No. 12

The Shelbyville characteristics of design and appearance are apparent in the No. 6012-PF. Flush paneling, gravity drawer locking device, and dove-tailed interlocking rails and drawer runners are a few of the outstanding, exclusive features. Though the standard model, as shown, has the typewriter pedestal on the left side, the desk is also supplied with a reverse arrangement. Write for complete information and our catalog.

SHELBYVILLE DESK COMPANY
SHELBYVILLE, INDIANA, U.S.A.



Literary Digest Advertising—

READ our advertising in The Literary Digest. Millions will. Altogether about 1,000,000 owners of businesses, executives, and professional men and women.

The story of Cordley's "20th Century" Coolers goes into about 1,440,000 Literary Digest Homes. It will help you make money.

Style No. 500M

CORDLEY & HAYES
12 Leonard Street, New York, N. Y.

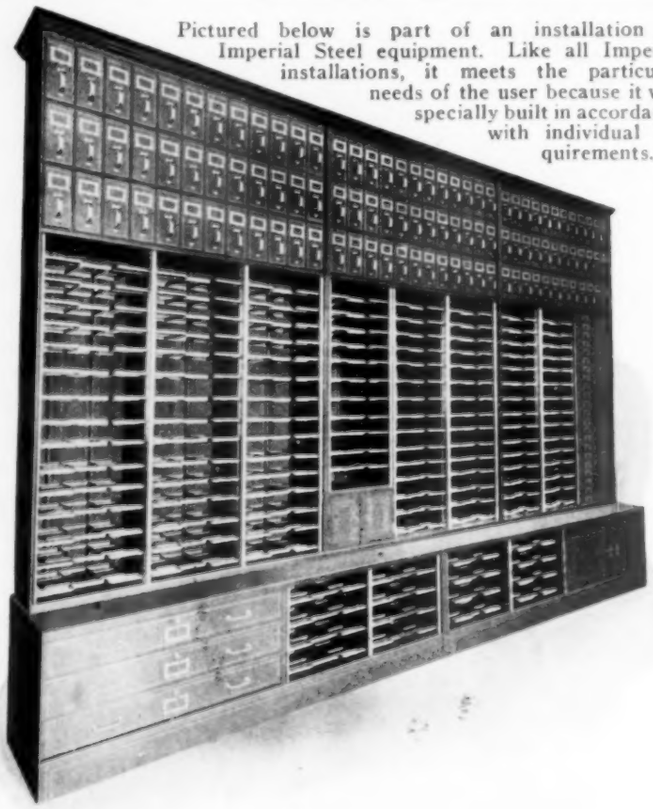
Valley City Desk Co.

GRAND RAPIDS, MICHIGAN

IMPERIAL STRUCTURAL STRENGTH

Steel furniture produced by Imperial is so built that it can more than stand the everyday wear and strain to which it is subjected. Inherent strength is assured by amply sufficient weight so that Imperial equipment can be relied upon for storage of unusually heavy loads without settling or sagging. By keeping in constant touch with building activities, dealers have found many opportunities to bid on special installations. Let us help you sell special built-in equipment. Write today.

IMPERIAL
STEEL CABINET COMPANY
2130-2152 FULTON STREET
CHICAGO



Pictured below is part of an installation of Imperial Steel equipment. Like all Imperial installations, it meets the particular needs of the user because it was specially built in accordance with individual requirements.

FURNITURE

The National Association of Stationers, Office Outfitters and Manufacturers has designated the period May 9-14 as a sales drive for Commodity Classification No. 5. Dealers are requested to make special displays and sales efforts on Commercial Furniture, Desks, Chairs, Bookcases, Filing Devices and Supplies, Tables, Safes, Filing Safes, Drafting Room Furniture, etc. The Commercial Furniture Displays are to be continued May 16-21, featuring Steel Equipment.

Allentown, Penna.—C. Kelly Hagey, of the Hagey-Elliston Company, visited the plant of the Lyon Metallic Manufacturing Company at Aurora, Ill., several weeks ago.

Boston, Mass.—The Thorp & Martin Company has added to its activities the exclusive representation of the Globe-Wernicke lines.

Boston, Mass.—W. C. Hursh, salesman for the Yawman and Erbe Manufacturing Company, has received the plain fob of the 100 Per Cent Plus club, indicating that his sales record has won his novitiate in that organization.

Boston, Mass.—The Thorp & Martin Company, 66 Franklin street, has been appointed exclusive representative in the territory from Boston to Worcester for the "Universal" visible index, manufactured by the Pressteel Engineering Corporation.

Brooklyn, N. Y.—The S. K. Pierce Manufacturing Company, which has its local branch at 115 Fourth avenue, has leased the six-story building 25-27 Carroll place for ten years.

Chicago, Ill.—Harry Rodems has moved his office furniture business from 119-21 North Wells street to 111-15 South Wells street.

Chicago, Ill.—The S. P. Furniture Sales Company has been established at 119-21 North Wells street. A specialty is made of used furniture.

Chicago, Ill.—The Wallace Stationery Company has installed a few sample desks on its floor, which has brought in some gratifying orders from the drop in trade.

Chicago, Ill.—Representative items of the new steel desk line have been placed on display in the local branch of The Automatic File & Index Company, 40 South Wells street.

Chicago, Ill.—The Chicago Safe & Merchandise Company, 114 West Lake street, suffered a slight loss April 5 when burglars broke into a small office safe located on the second floor.

Chicago, Ill.—Alvin Johnson, superintendent of construction of the Art Metal Construction Company, made a trip to the local branch from the factory at Jamestown, N. Y., in April.

Chicago, Ill.—D. M. McMartin qualified in three months for the first bar to his plain fob, displaying his rating in the 100 Per Cent Plus club of the Yawman and Erbe Manufacturing Company.

Chicago, Ill.—Fred Zopfie, a salesman here for the Yawman and Erbe Manufacturing Company, has received the second bar to his plain fob, showing his standing in the company's 100 Per Cent Plus club.

Chicago, Ill.—The general sales office of the Premier Metal Products Company, which has been located at 2808 Logan boulevard, is now at 1467 Catalpa avenue, Chicago, with John W. Messimore, sales director, in charge.

Chicago, Ill.—The Fraley-Brace Furniture Company, 1115 North Franklin street, has been chartered to wholesale household and office furniture, furnishings, equipment, etc.; capital stock, $20,000; incorporators—George W. Fraley, George W. Brace and J. Vollan.

Chicago, Ill.—The Siebert Office Furniture Company has moved its display stocks to the first floor at 1519 South Wabash avenue. For several months the company has done its sales work on the second floor, as the ground floor was requisitioned for overflow exhibits of various lines shown at the Coliseum nearby during conventions.

Chicago, Ill.—Geo. E. Vinton, manager here for the Yawman and Erbe Manufacturing Company, has added two new specialists to his sales staff. George H. Carne, who handles machine accounting systems, had been with the Yellow Cab Acceptance Corporation. C. E. Whittle, covering the banking profession, had been with the Security Trust & Savings bank.

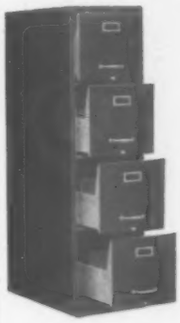
Cincinnati, Ohio.—The Globe-Wernicke Service Company has opened at 615 Main street, Cincinnati, Ohio, handling an exclusive line of Globe-Wernicke equipment. Both L. W. Voorheis and Robert Kelsall, who conduct this business, were connected twenty years with the Globe-Wernicke store in Cincinnati.

Detroit, Mich.—The J. L. Hudson Company has undertaken the sale of Globe-Wernicke products in this city.

Detroit, Mich.—O. A. Mayer, of The Gregory, Mayer & Thom Company, returned in April from a vacation of several weeks

Premier Steel Filing Cabinets

"Built for Business"



Electrically and Acetylene Welded. Rigid in construction. Beautifully finished. Full Roller Bearing. Double drawer fronts. Brushed brass finish hardware. "Pinch" follower, positive in operation. Drawer capacity 25 filing inches. Automatic locking device if desired. All standard finishes and in 4, 3 and 2 drawer sizes.

Constructed for Unlimited Service

Prices are F. O. B. Mishawaka, Indiana

Stationery Cabinets Costumers Tables Stands Copy Holders

Stock. No.	DESCRIPTION	PRICE Olive Green	Mahg. & Walnut	Shpg. Wgt. Cr'td
504	4 Dr. Letter File	$33.00	$39.00	135
504-L	4 Dr. Letter File-Lock	39.00	45.00	135
506	4 Dr. Legal File	39.00	45.00	145
506-L	4 Dr. Legal File-Lock	45.00	51.00	145
304	3 Dr. Letter File	29.00	35.00	115
304-L	3 Dr. Letter File-Lock	35.00	41.00	115
306	3 Dr. Legal File	35.00	41.00	125
306-L	3 Dr. Legal File-Lock	41.00	47.00	125
104	2 Dr. Letter File	25.00	29.00	95
104-L	2 Dr. Letter File-Lock	29.00	33.00	95
106	2 Dr. Legal File	29.00	33.00	105
106-L	2 Dr. Legal File-Lock	33.00	37.00	105

The Usual Discounts Extended to the Trade

Address All Communications to the Chicago Sales Office

Premier Metal Products Co.

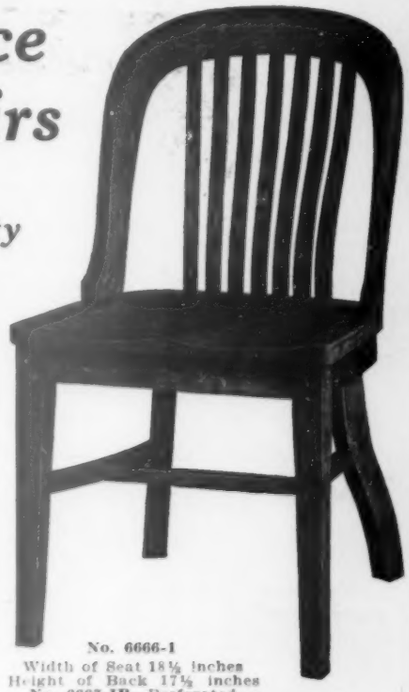
JOHN W. MESSIMORE, Sales Director

1467 Catalpa Avenue Chicago, Illinois

WE HAVE SOME OPEN TERRITORY FOR MANUFACTURER'S AGENTS

Office Chairs

of Quality



PERMANENT EXHIBITS

American Furniture Mart
14th Floor—Section 1411
Chicago

77 White Street
New York City

608 Howard St.
San Francisco

No. 6666-1
Width of Seat 18½ inches
Height of Back 17½ inches
No. 6667-IP—Perforated Leather Seat

Manufactured by

Crocker Chair Company

SHEBOYGAN, WISCONSIN

EUREKA

The Old Reliable Sanitary Copying Cloth and Bath

This standard equipment for the letter press copy method is of good repute with all users of that type equipment. Features of the EUREKA Bath include non-rusting metal construction, and an arrangement preventing mustiness or mildew. EUREKA cloths are non-raveling and treated so as to insure clear-cut, sharp copies and absolutely accurate results. Now supplied in new office green in addition to the standard aluminum finish.

DON'T TURN DOWN ORDERS

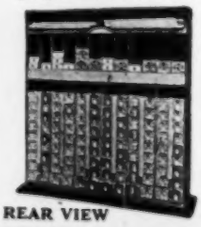
for these goods—just forward them to us; we'll fill them satisfactorily with neat profit to you and no trouble. Write for the EUREKA booklet.

The EUREKA Blotter Bath Co.

3732-34-36 South Wallace St., Chicago, U. S. A.

Sales Display No. 660 Keeps Your Stock in Order

Each of the twelve colors in a separate compartment in the rear makes No. 660 a convenient stock container. No more broken packages of 100, for Cook's File Signals are now in "20 Packets," the new 25c unit of sale. No. 660 is lithographed in three colors on metal. Free to Cook dealers.



REAR VIEW

Cook's File Signals make any card file more useful. Write for free sample cards, descriptive literature and our new price list.

THE H. C. COOK CO.
Ansonia, Conn.

ORDER NOW

COOK'S FILE SIGNALS

spent in Florida. His health was benefited materially by his stay in the Southern clime.

Green Bay, Wis.—C. H. Straubel, sales manager of The Automatic File & Index Company, made a two-week business trip to West coast points in April.

Flint, Mich.—O. M. McGrew has been appointed division manager here by the Rand Kardex Service Corporation. He had been manager at South Bend until the present promotion.

High Point, S. C.—The Jarrett Stationery Company has expanded its lines by undertaking a dealership for the Yawman and Erbe Manufacturing Company.

New York, N. Y.—Exclusive sales rights on Globe-Wernicke products for this city have been secured by the William F. Wholey Company.

New York, N. Y.—Anthony K. Shults has joined the local sales organization of the Yawman and Erbe Manufacturing Company He had been connected with the executive offices and Rochester branch previously.

New York, N. Y.—M. Badrena has undertaken the handling of export business for The Diebold Safe & Lock Company, with headquarters at 372 Broadway. He had been export manager for The Herring-Hall-Marvin Company.

New York, N. Y.—W. L. Wyckoff, of the New York branch of the Yawman and Erbe Manufacturing Company, qualified in three months for the second bar to his diamond fob, typifying sales prowess in the company's 100 Per Cent Plus club.

New York, N. Y.—Madden & Prendergast has been chartered with capital of 10,000 shares preferred and 100 shares common stock to deal in office furniture; incorporators—W. J. Madden and D. Prendergast; charter representative, J. R. Hockert, Jamaica.

Philadelphia, Penna.—Exclusive sales of Globe-Wernicke products in this territory have been secured by A. Pometantz & Company.

Philadelphia, Penna.—His sales record has won for G. L. Countryman the plain fob which indicates his entry into the 100 Per Cent Plus club of the Yawman and Erbe Manufacturing Company.

Philadelphia, Penna.—J. J. Holland, salesman here for the Yawman and Erbe Manufacturing Company, is wearing the first bar to his plain fob, the insignia of the 100 Per Cent Plus club of the company.

Pittsburgh, Penna.—The Exchange Fixture Company has been chartered to deal in furniture, office supplies, etc.; capital stock, $25,000; Irwin W. Solow, charter representative, Pittsburgh.

Pittsburgh, Penna.—B. E. Montague has been appointed district manager here by the Rand Kardex Service Corporation. He had been manager at Atlanta, Ga., and previously was a Library Bureau salesman at St. Louis, Mo.

Pottstown, Penna.—The Office Service Company has moved from 241 High street to 10 North Hanover street.

Pueblo, Colo.—B. Whitaker, newly-appointed manager here for the Rand Kardex Sales Corporation, had been Safe-Cabinet manager at Denver before the promotion.

Rochester, N. Y.—John C. Edwards has been appointed general purchasing agent of the Yawman and Erbe Manufacturing Company. He succeeds Thomas Haugh, who is now superintendent of the paper and supplies division.

San Bernardino, Calif.—F. B. Fisher has purchased the office equipment business of The Cahen-Strodthoff Company here. The office equipment business will be conducted as the Fisher Stationery Company at 550 Third street. Mr. Fisher has been in sales work for various office equipment lines in this territory eighteen years.

San Francisco, Calif.—Lyman Coe, one of the well-known office equipment men of this city is now with the H. S. Crocker Company, acting as city salesman in the office equipment line.

San Francisco, Calif.—A. Carlisle & Company has added a line of convertible steel shelving, manufactured by The Van Dorn Iron Works of Cleveland, Ohio, and now carries a stock large enough to supply any shelving needs. In addition Van Dorn steel desks and safes have been stocked. A. Carlisle & Company has long carried Van Dorn lines, but the foregoing items are new with this firm.

San Francisco, Calif.—The Yawman and Erbe Manufacturing Company, which has added very extensively to its floor space at the already large headquarters here, on Sutter street, near Montgomery, is now displaying the line of desks, chairs and tables recently taken on. These displays are made in a most attractive and unusual manner. Large display rooms, handsomely decorated, give the prospective purchaser a very definite idea of the arrangement and the equipment which he desires to purchase. In addition to the regular Yawman and Erbe line displayed, there is shown the Horrocks and Imperial line of desks and tables, together with the complete display of The B. L. Marble Company line of chairs. The "Y. and E."

Finer, and Finer, and Finer!

NEW and important improvements in Genuine TRUSSELL ¼" Ring Memo Books, now place them still farther above and beyond all others. ¼" Ring Memo Books were *first* made by TRUSSELL in 1905. Step by step they have been improved and today they are the outstanding example of the best inventive, mechanical, and manufacturing skill in the industry. The International Jury of Awards of the Sesqui-Centennial Exposition awarded the

GOLD MEDAL *to* GENUINE Trussell

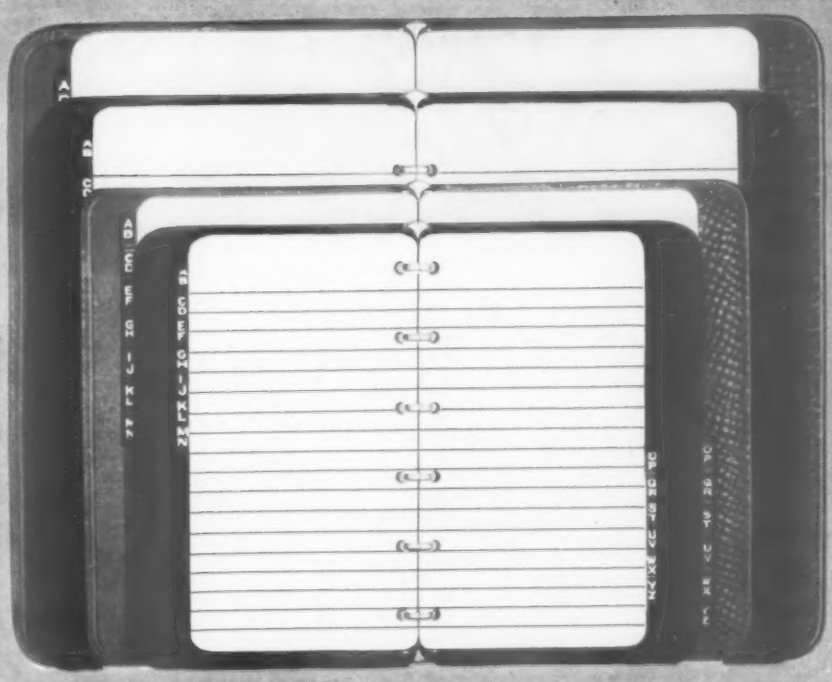
RING MEMO BOOKS

Made in the beautiful Mahogany and Black Hand Boarded Cowhide Leather which has revolutionized the Ring Book industry. Also in second-grade Cowhide, the lowest-priced Leather Ring Books.

Study the new details of construction on opposite side of this sheet. Note the new improved method of attaching the superior metal part to the patented one-piece solid-leather cover—the powerful and convenient lever—the perfection of every detail that makes these books—

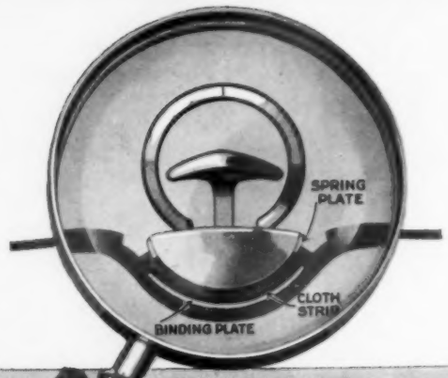
A few of our ¼" Ring Memo Books—Pictured ½ actual size

"*Better* than Commercially Perfect"

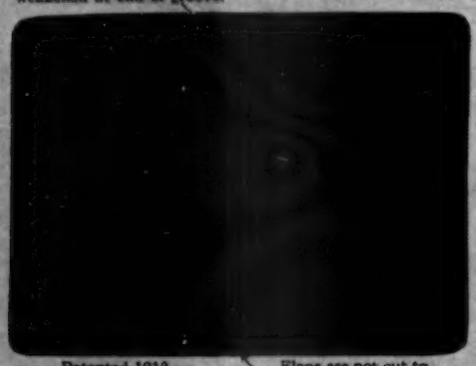


TRUSSELL MFG. COMPANY, Trussell Park, Poughkeepsie, N.Y.

GOLD MEDAL
GENUINE *Trussell*
¼″ RING MEMO BOOKS



Grooved-out hinge joint, not weakened at end of groove.

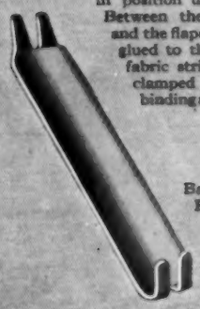


Patented 1912, and pending

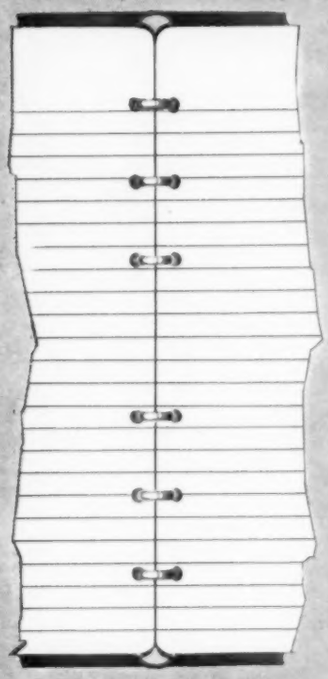
Flaps are not cut to edge at cover.

Note how the leather is split to form flaps *under which* the back plate is glued. A strip of cloth is glued to the under side of the flaps.

The enlarged cross section above pictures the binding plate glued in position under the flaps. Between the binding plate and the flaps is a fabric strip glued to the flaps. Both fabric strip and flaps are clamped between the binding and spring plate.



Back Plate Patented 1908



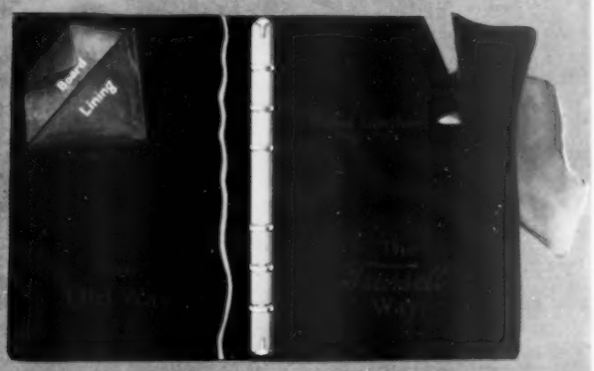
Back is *perfectly rounded*, without an unsightly bulge. Thinnest ¼″ book made.

Improved lever is specially designed to fit neatly the rounded corners of the sheets, which lie flush with the covers when open.

The nickel silver levers are the most powerful and efficient yet designed. The metal parts are the thinnest made of the ¼″ size and they are full capacity as the rings are round.

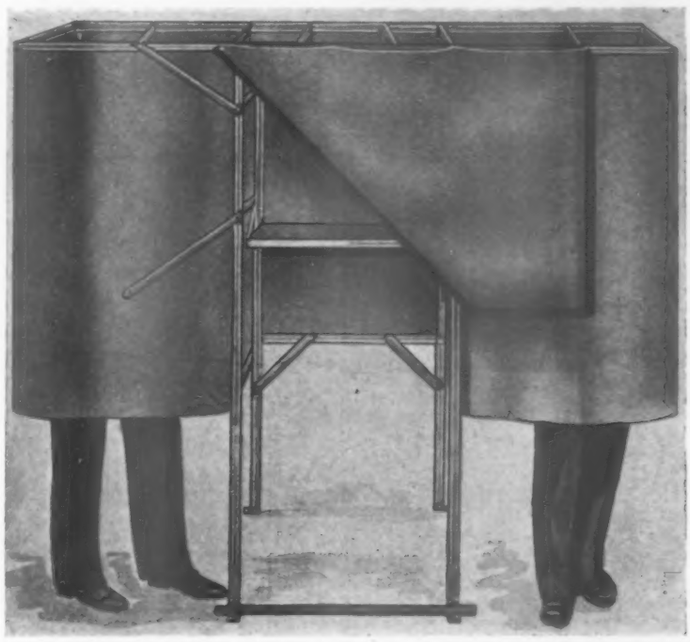
STUDY THESE DETAILS

Every detail in design and construction of these unusual books has been perfected to the highest degree. The edges of the covers are beautifully rounded and burnished by a special process which gives a lasting finish. The bearings of the operating parts are machined with milling cutters to make them sensitive. All exposed metal is brass or nickel silver and will not rust.



TRUSSELL MANUFACTURING CO.
TRUSSELL PARK — POUGHKEEPSIE, N. Y.

DOUGLAS VOTING BOOTHS USED FROM COAST TO COAST



Everywhere—at election times you will find Douglas collapsible voting booths in use.

They are inexpensive, last for years and years and are always clean and sanitary because stored in the containing case in which shipped.

Occupy small space.

No maintenance or repairs.

Comply with the statutory requirements for the Australian ballot system of voting.

Low cost.

Ready seller.

Illustration shows "model A," 3-stall unit type—built of steel and heavy canvas. Other models also furnished.

Write for folder and prices.

DOUGLAS MANUFACTURING COMPANY

CRETE - - NEBRASKA

Makers of collapsible voting booths, ballot boxes and election tables

STORMTEX

A DIFFERENT TYPEWRITER RIBBON

Made from specially constructed fabric. Inked by the *STORMS PROCESS* which insures a perfect edge and no crushing of the fabric. Designed primarily for sharp clear impressions, STORMTEX will outwear any ribbon of the sharp writing variety.

Write us today for samples and further information on STORMTEX, THE SHARPEST WRITING RIBBON IN THE WORLD.

H. M. STORMS COMPANY

561 Grand Avenue BROOKLYN, N. Y.

INKED RIBBONS — CARBON PAPERS

GUTH
FOR EVERY BUSINESS
TABLES

"Guth Tables" cover the entire field for use in Offices, Directors' Rooms, Public Buildings, Schools, Libraries, etc.

A most comprehensive line; sizes 2x3 ft. to 5x18 ft., tops 7/8" to 1-3/4" 5-ply. Three distinct grades, in Oak, Mahogany, Walnut.

Catalog upon request

Inquiries for Special Designing and Building in Table Equipment Are Invited.

HENRY L. GUTH ASSOCIATES
Executive Office—ALLENTOWN, PA.

Nothing But The Best

WESTERN D-E-S-K-S

No questionable material goes into Western Desks. It might not affect the finished product, but Western Desks are built not only for appearances, but for years and years of wear. Well seasoned, carefully picked woods go into every Western Desk and the workmanship is of highest calibre. If open for a line of this quality, write us.

WESTERN FURNITURE CO.
Blair Ave. and Palm St.
ST. LOUIS, MO.

Company is the exclusive agent for the three lines in the bay district. Charles H. Victor, the manager, reports an unusually fine business in all these lines. Mr. Victor's office, in the new quarters added to the former store is a fine example of modern office furnishing. Panelled in American walnut to a height of 7½ feet, the large room has a frieze in two tones, gold and green, and the frieze is surmounted by a wide moulding in walnut. The room is equipped with de luxe office furniture in walnut to harmonize with the panelling.

Salisbury, N. C.—The Rowan Printing Company has undertaken local representation for the Yawman and Erbe Manufacturing Company.

South Bend, Ind.—H. H. Harvey, formerly assistant manager of the visible department, Rand Kardex Service Corporation, has been appointed district manager here.

Springfield, Ill.—The Jefferson Printing & Stationery Company has succeeded the Jefferson Printing Company. Paul L. James has purchased the interests of the Jefferson family, which is retiring from the stationery and printing business.

Sumter, S. C.—Agency arrangements have been made by Knight Bros. to handle the lines of the Yawman and Erbe Manufacturing Company.

Syracuse, N. Y.—The Rothery Office Equipment Company has increased its capital stock from $15,000 to $25,000.

Trenton, N. J.—Dwyer Bros. has been chartered to deal in office equipment; capital stock, $100,000; incorporators—E. H., J. W., A. E. and E. F. Dwyer.

Tuscon, Ariz.—The Tuscon Office Equipment Company has been established at 46 North Stone street. Leo Pietrykowski is manager.

PENS AND PENCILS

Aurora, Ill.—The Ferdon Manufacturing Company, 692 Benton street, has been chartered to manufacture and sell pencils, calendars and other articles for advertising purposes; capital stock, $1,000; incorporators—E. N. Ferdon, E. M. Phelps and T. R. Gerlach.

Chicago, Ill.—The Rite-Rite Pencil Company, 4918-20 South Wabash avenue, suffered a slight fire loss in April. The fire did not cause any interruption to shipments of pencils and leads.

Chicago, Ill.—Edward Wood, treasurer of the Esterbrook Steel Pen Company, was in Chicago on business in April. His son, Robert Wood, who is assistant sales manager of the company, also called at the Chicago office last month.

Chicago, Ill.—H. E. Waldron, vice president and general sales manager of the W. A. Sheaffer Pen Company, attended the convention of the National Association of Credit Jewelers at Detroit, Mich., April 11-14. The sessions were held in the Book-Cadillac hotel, and the Sheaffer company made an extensive exhibit. Assisting Mr. Waldron in meeting convention visitors were C. H. Johr of the Detroit territory and H. D. Richardson, of the Cleveland territory.

Fort Madison, Iowa.—W. A. Sheaffer, president of the W. A. Sheaffer Pen Company, has returned from a vacation of three months spent in Florida.

Fort Madison, Iowa.—M. A. McCaffrey, of Des Moines, has joined the sales and service staff of the W. A. Sheaffer Pen Company. He had been a salesman formerly for both the J. I. Case Company and General Motors, Inc.

Jersey City, N. J.—Emerson J. Steenrod has joined the pencil department of the Joseph Dixon Crucible Company as a junior salesman. He had been with the Westinghouse Electric & Manufacturing Company at Pittsburgh previously.

New York, N. Y.—F. C. Scott, manager of the local branch of the Wallace Pencil Company, St. Louis, Mo., has been elected vice president of the corporation. He will continue in charge of the New York branch at 200 Fifth avenue.

Rochester, N. Y.—The Pencraft Shoppe, formerly at 79 Stone street, is now operating as the Naramore-Heinrich Company, 168 South avenue.

San Francisco, Calif.—President J. H. Longmaid, of the Esterbrook Steel Pen Mfg. Company, has been visiting the Pacific coast, accompanied by the Western representative, Harry Homer.

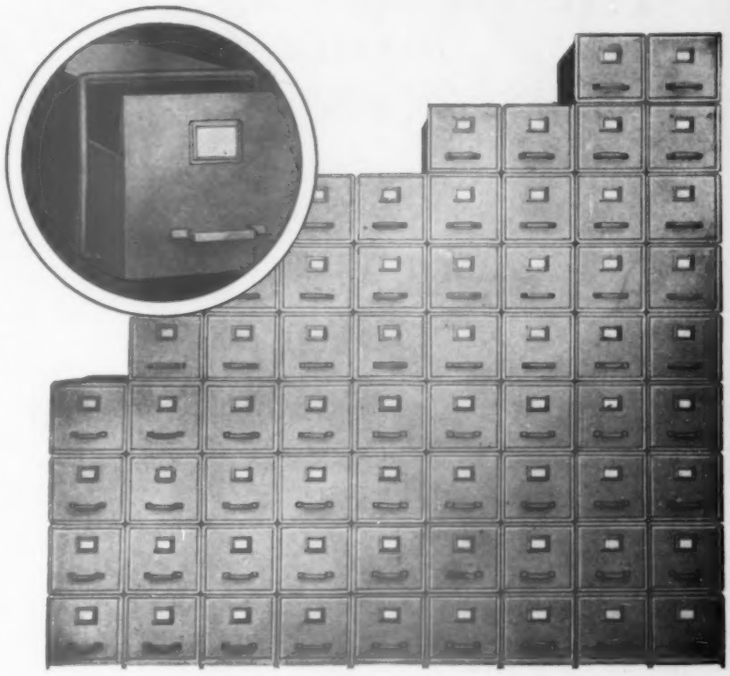
San Francisco, Calif.—Tom Emerson, district manager for The Conklin Pen Company, spent most of April in the Hawaiian Islands and on the high seas, going and coming. He sailed for Honolulu (T. H.) March 30 by the S.S. "Maud," visited Honolulu and Hilo and the dealers of those cities, and sailed for home April 20.

WATSON A GREAT LINE FOR TRANSFER TIME

EVERY office equipment dealer has fine opportunity for extra business during transfer time, but his opportunity is far greater if he has points of superiority in his merchandise.

WATSON steel transfer cases are easy to use and their contents are readily accessible. They give adequate protection against dust, weather conditions and fire. Attractively finished in olive green, the appearance is handsome and will harmonize with any part of the office. Best quality furniture steel of heavy gauge is used and all joints are electrically welded. Front rollers, drawer pulls and label holders are standard equipment; compressors are furnished at slight extra cost. Heavy channel bar roundabout at front and rear insures a rigid, substantial case and each drawer is enclosed on all sides.

We recommend these cases for your sale. With your order, a supply of two-color advertising folders ready for imprint, is included to enclose with your mail. Ask for details and prices.



Watson Mfg. Co.
Jamestown New York

POLAR SPECIALTIES DO MAKE BUSINESS

BATTLESHIP LINOLEUM DESK PADS AND TOPS

52 ITEMS

In our line and one Specialty introduces another. Because of the service given, repeat sales follow one on top of another, with a most satisfactory profit for the dealer.

WRITE TODAY for our complete Catalogue and Supplement Sheet of New Items.

THE ORIGINAL NON-SHINE CHAIR PAD

COIN AND NOTE TRAYS MADE IN 3 STYLES

GLASS DESK PADS

DESK DRAWER TROUGHS MAY BE CUT TO ANY LENGTH

MADE IN 3 GRADES

POLAR MFG. CO., 119-125 No. 4 St., Philadelphia, Pa.

SATISFIED TYPISTS THE WORLD AROUND made MUNSON KEYS!

The Rubber Key of Quality

MUNSON SUPPLY Co.
23 CITY HALL PLACE
NEW YORK.

THE LARGEST RUBBER KEY FACTORY IN THE WORLD.

AMES MEANS EXCELLENT SERVICE

Many Successful Typewriter Dealers

assure satisfaction to their customers by depending exclusively on AMES as a source of supply for typewriter parts, tools and rubber platens. By concentrating their needs for these supplies in one order, they save valuable time and much trouble and expense.

Branch offices, conveniently located, provide quick service in supplying tools, rubber platens, and wide selection of parts. Orders for these goods are shipped 24 hours after they are received. By devoting our service to the trade, we leave the retail field entirely to our dealers.

If you buy AMESCO platens, you know we give every order utmost attention; why not obtain the same service for typewriter parts and tools? Remember that

AMES MEANS EXCELLENT SERVICE

AMES SUPPLY COMPANY, 564-572 W. Randolph Street, Chicago

Branch Office and Export Dept, 50 Lispenard St., New York
Great Britain Office Longs, Ltd. 79 and 80 Queen Street, London E. C. 4, England
Branch Office 507 Mission St., San Francisco

TYPEWRITER PARTS — TYPEWRITER TOOLS — RUBBER PLATENS

TYPEWRITERS

Beaver, Okla.—A. L. Kimball has opened an office equipment department in connection with his newspaper and printing business. He handles Woodstock typewriters, Victor adding machines, steel furniture, etc. Mr. Kimball is covering the surrounding counties with a salesman.

Beaumont, Texas.—S. W. Grant is selling Royal typewriters here, operating from the branch at Houston. He had been working in the past under a dealer arrangement.

Boston, Mass.—The Underwood Typewriter Company is now operating in its new offices in the Statler building. The entire second floor is occupied.

Chicago, Ill.—Frank H. Tregoe, vice president and treasurer of Varityper, Inc., visited the Chicago branch in April.

Chicago, Ill.—The platen business of Alex. G. Hug, 54 West Lake street, will be continued under the direction of his son, Eugene A. Hug.

Chicago, Ill.—F. J. Bennett has been assigned to a loop territory by Paul W. Jones, branch manager here for the Royal Typewriter Company, Inc. Mr. Bennett had been a member of the Underwood organization.

Chicago, Ill.—F. E. Van Buskirk, vice president of the L. C. Smith & Corona Typewriters Inc., visited the local branch April 13. H. S. Gilbert, local branch manager, took advantage of the opportunity to have Mr. Van Buskirk meet his sales staff. They gathered at the Palmer house to receive inspiration from the chief sales executive of the company.

Chicago, Ill.—Carl A. Bishop, special representative of the Smith Typewriter Sales Corporation, spent several days at headquarters in April. He had returned from an extended trip which included several of the eastern and central states, and southern points from the Atlantic coast to Mexico. Mr. Bishop was gratified at the manner in which Florida dealers had met general business conditions.

Chicago, Ill.—A. J. Redding, special representative here for the Woodstock Typewriter Company, underwent an operation at Augustana hospital in April. He will be confined to the hospital about six weeks. Mr. Redding is a man of extended experience and wide acquaintance in the typewriter field, and his many friends look forward to a good recovery. Mr. Redding has a long record of successful sales in the typewriter field.

Clarksburg, W. Va.—The Clarksburg Typewriter & Adding Machine Exchange has been chartered; capital stock, $5,000; incorporators—Guy Vance, Somerville; Charles W. Louchery, M. McConlogue, Columbus A. Wetzel, Clarksburg; A. John Eggenberger, Pittsburgh.

Corpus Christi, Texas.—Ben Oliver, who joined the San Antonio branch of the Royal Typewriter Company, Inc., recently, makes his headquarters here.

Dallas, Texas.—J. W. Mann, formerly manager at Atlanta, Ga., for the Royal Typewriter Company, Inc., has been placed in charge of the local branch.

El Paso, Texas.—Thomas B. Hanna has been promoted to manager of the sub-branch of the Underwood Typewriter Company here. He was inducted into office by G. R. Curtis, manager of the Dallas branch, through which El Paso clears its business.

Fargo, N. Dak.—J. K. Shaw, who had been in the office supply business at Albion, Mich., is now with the Office Specialties Company here.

Hartford, Conn.—The L. C. Smith & Corona Typewriters Inc. has opened a sub-office at 193 Church street, in charge of George C. Brinkman.

Hartford, Conn.—The National Typewriter Exchange, 186 Pearl street, uses a painted bulletin display of large size to advertise Corona typewriters and the company's general service.

Indianapolis, Ind.—H. P. Lewis of the Woodstock Typewriter Company was in conference at the head office with General Sales Manager Hackney. Mr. Lewis is branch manager at Indianapolis.

Indianola, Texas.—C. W. Hunter has been assigned this territory by the Royal Typewriter Company, Inc.

Los Angeles, Calif.—C. R. Rongstad and L. F. Rongstad are selling Hammond typewriters in Southern California. The salesroom is at 926 South Hill street. A complete stock is carried of new and rebuilt machines.

Los Angeles, Calif.—F. J. Hohner has opened the Second Street Typewriter Company, 230 West Second street. He has

Why split your ribbon business with others by handling a brand everyone carries? Be independent. Sell your own brand. Keep your customers coming back to you instead of jumping from one place to another as they do for factory brands.

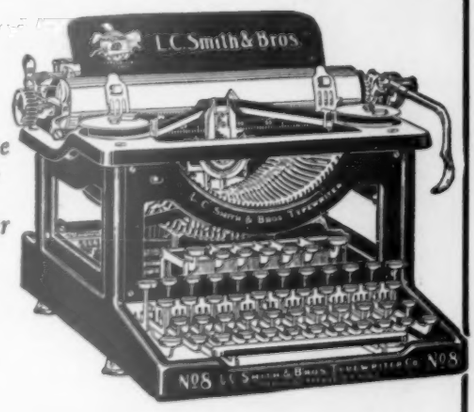
Why?

You can build a profitable typewriter supplies business with our help. U. S. ribbons are made in a grade and weight for every purpose and are packed in neatly lithographed boxes with your imprint. Start after the ribbon business today by asking for further particulars.

U.S. Typewriter Ribbon Mfg. Co.,
Sansom & 10th Sts.
Philadelphia, Pa.
CABLE ADDRESS—INSTR.

$17.00 Spot Cash

—for selling a "Smithtype Renewed" Typewriter for $3 Down and $5 monthly



No investment required. No obligation incurred. Write today for complete details of greatest typewriter offer ever made.

Smith Typewriter Sales Corp.

World's Largest Rebuilders of L. C. Smiths

Dept. 415—360 E. Grand Ave. Chicago

Ingento Cutters

for CARD AND PAPER CUTTING

NOW MADE IN 7 SIZES

A SIZE FOR EVERY NEED

No. 1. 6½ inch blade. No. 4. 12½ inch blade.
No. 2. 8½ inch blade. No. 5. 15 inch blade.
No. 3. 10½ inch blade. No. 5½ 18 inch blade.
No. 6. 24 inch blade.

Manufactured Only by

IDEAL SCHOOL SUPPLY CO.
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Chicago, Illinois

THREE BRANDS
THREE QUALITIES

In the UNION line of Typewriter Ribbons and Carbon Papers, three brands are made each of unfailing and uniform quality in its particular grade. Various brands are produced to meet various uses of your customers. Each brand is the best in its class and fully satisfactory for the purposes intended. Remember APEX, SUMMIT and XTRAGOOD Typewriter Ribbons and Carbon Papers cover all requirements. Besides ribbons carbons, stationers also find a steady business in our inks for stamp pads, numbering and dating machines, duplicators, etc. If your present line is not satisfactory, let us quote prices on your next order.

UNION RIBBON & CARBON CO.
Front and Laurel Streets
PHILADELPHIA, PA.

been in the typewriter business twenty years, and was located at Denver formerly, with the Remington Typewriter Company.

Marshalltown, Iowa.—James McNally is looking after the local interests of the Royal Typewriter Company, Inc. He conducts a newspaper. Local sales are cleared through the Des Moines branch of the Royal Typewriter Company, Inc.

New York, N. Y.—Don Baker, who had been with the Corona Typewriter Company, Inc., is now art director of the Hazard Advertising Corporation.

New York, N. Y.—J. C. Hendrickson has succeeded T. H. Tyndall as manager of the Lafayette Typewriter Exchange, 116 Lafayette street.

New York, N. Y.—R. D. Cook, formerly branch manager for the Underwood Typewriter Company at Detroit, is acting as special representative in New York for the Woodstock Typewriter Company.

New York, N. Y.—Fred L. Gallup, New York branch manager of the Woodstock Typewriter Company, reports for February the biggest volume of business billed that that office has ever turned in in any one month.

New York, N. Y.—Clyde Rutherford, formerly Western district manager for the Underwood Typewriter Company in Canada, has joined forces with the Woodstock Typewriter Company and is associated with the New York City office.

New York, N. Y.—The J. A. Want Organization has been chartered to deal in typewriters; capital stock, 250 shares common; incorporators—L. C. Want, O. B. Johnson; W. P. Jessup, charter representative, 2 Rector street.

Philadelphia, Penna.—Ted Bell and S. V. Ward have joined the local branch of the Royal Typewriter Company, Inc. Mr. Bell returns to Philadelphia after having been connected with the New York organization for some time. Mr. Ward handles national accounts.

Portland, Ore.—The Portland Rebuilt Typewriter Company, 304 Oak street, has taken over the distribution of Woodstock typewriters. The company is under the able direction of A. F. Jaksha and Morris Israel.

Quincy, Ill.—The Quincy office of the Remington Typewriter Company is now under the jurisdiction of the sub-branch at Springfield, where J. G. Downs is manager. He had been with the St. Louis territory. Mr. Downs went to Springfield to replace E. L. Lee, who is a country salesman working out of the St. Louis branch. G. A. Chapman has charge of the Quincy office.

San Francisco, Calif.—Jack Eisner, formerly with the Royal Typewriter Company, Inc., in New York, is acting as special representative for the Woodstock Typewriter Company in San Francisco.

San Francisco, Calif.—George R. Gibson, formerly salesman with the Underwood Typewriter Company, San Francisco, and El Paso, Texas, is now employed by the Remington Typewriter Company, as salesman with headquarters in Chico, Calif.

San Francisco, Calif.—The Guarantee Typewriter Company has sent a deed of gift to a trophy, consisting of a handsome silver loving cup, to Healds' Business College, the largest business college on the coast, to be known as "Healds' Amateur Championship" trophy, which will be contested for some time near the close of the year 1927 school year. The award will be for typing, and the gift is made by L. Secor, proprietor of the Guarantee Typewriter Company, to create a greater interest in typing and further the already high standard of the college.

San Francisco, Calif.—The regular meeting of the San Francisco Typewriter Dealers' Association was held as usual in the form of a sociable gathering for dinner. It took place April 12. The business part of the meeting consisted in the election of a secretary to succeed Sidney Jacobs, formerly of the Holladay Typewriter Company, who had resigned. James T. Patton, manager of the American Writing Machine Company, was elected secretary to succeed Mr. Jacobs. The reason for the latter's resignation was that Holladay, who has been in retirement from the typewriter business for the past two years, had found, according to L. Secor, president of the dealers' association, that there is something fascinating about the game. He has come back into the business, purchased his former concern, the Holladay Typewriter Company, and paid well to do so.

San Francisco, Calif.—A. R. Ames, president of the Ames Supply Company, and Mrs. Ames were especially favored by the weather on their recent California trip. Earl S. White, Western manager, had viewed with a sorrowful eye the rain which was hailed with satisfaction by the agricultural interests of the state, prior to the arrival of the Ames party. While they were in California, however, it rained only once and that was on the day they visited the geysers. Earl S. White drove them over the Redwood highway, over the new Bridgecrest boulevard to the summit of Mt. Tamalpias and to the Yosemite and back in brilliant sunshine. They drove down the San Joaquin Valley, where the spring flowers made a carpet, and on reaching Los Angeles Mr. White was so much pleased with the trip that they returned by the coast road to San Fran

AN ACCEPTED IDEA and STANDARD EQUIPMENT

RAVENSWOOD OFFICE SPECIALTIES CO.

Originator of the Transparent Desk Pad

1800 Newport Avenue
CHICAGO

The Rosco and Ravenswood transparent desk pad under which references are in sight always.

The idea of holding important memos, charts and lists, on the desk in direct line of vision is accepted by most office managers as the best way of avoiding error and delay. Rosco and Ravenswood Desk Pads were the first equipment for the purpose and they are in general use throughout the business world. They prevent the misplacing of charts, memos, maps, etc. And protect from ink blots, wind and idle penciling.

The Rosco and Ravenswood transparent desk pads appeal to dealers with a vision to sound profits.

Illustrating No. 707

Model 707 is a sanitary desk of high utility of Evansville Desk Company quality all through. It is made of plain white oak, with heavy writing bed of quartered oak, nicely finished. It has full panel ends and back, quartered oak drawer fronts and equipped with brass shoes and glides. It is just one in the line "The Right Desk for Every Purpose." Have you a catalog?

EVANSVILLE DESK CO.
Evansville, Indiana

A NEW DEAL
for
CHECK WRITER MEN!

Beyond the shadow of a single doubt, the FORGERY-PROOF SENTINEL is the easiest sold machine on the market today and it pays the highest commission. But, frankly, we have a number of valuable territories for which we have not been able to get the proper distributors.

In order that we may attract the best possible ability for these open territories, we offer a proposition that absolutely is without equal in the way of money-making opportunity.

If you are a REAL HE-CHECKWRITER MAN just wire us, "collect," and we'll lay the cards on the table.

HALL-WELTER CO., Inc.
175-181 St. Paul St. Rochester, N. Y.

Hanson Scales are now advertised in the Saturday Evening Post. You have seen above illustration in these ads. Write for proposition.

HANSON BROS. SCALE CO.
539 N. Ada St. Chicago, Ill.

Makers of Household, Bathroom, Nursery Postal and Diet Scales

HANSON Scales

Distance Means Expense

As always in covering distance, there's expense attached when a stenographer's eyes must continually refocus for the difference in distance of notes at the side. Time is consumed; eyes and body sustain wear and tear.

A new catalog of

The Line-a-time

shows how this Pioneer note moving device saves by eliminating change of focal distances. Illustrates different models applied to various special writing machines.

Send for free reference copy

The Line-a-Time Mfg. Co., Inc.
924 St. Paul St.
Rochester, N. Y.

Continual increase of our sales force (now in 70 cities) offers live young men one of the best opportunities in growing office appliance industry.

SPECIALISTS MOTORS 2 hp AND LESS FOR 35 YEARS

Quick Service On Special Motors

Because the Emerson organization is compact and flexible, it moves quickly. There is close team work by field force and factory. An engineering force specializing on small motors attacks new problems with a sureness that saves time and experiment. This means shipment of samples in weeks—not months.

Quantity deliveries, begin with surprising promptness and a liberal adjustment policy are added reasons why Emerson service offers an asset you should investigate.

Your motor problem—2 h. p. or less—studied without obligation, and sample motors submitted to meet it. Write for details.

The Emerson Electric Mfg. Co.
2018 Washington Avenue, Saint Louis, Missouri
50 Church St., New York City—608 S. Dearborn St., Chicago

EMERSON MOTORS
AND FANS ~ BUILT TO LAST

REPULSION START INDUCTION
DIRECT CURRENT SPLIT PHASE POLYPHASE

cisco, from whence they went South again by train. The party on the auto trip consisted of Mr. and Mrs. Ames, L. E. Meacham and Mr. and Mrs. White. While Mr. Ames was in San Francisco, desiring to meet as many of the typewriter dealers as possible, Mr. White got in touch with everyone who could be reached by telephone on short notice, and a number of them responded to an invitation to lunch at the States cafe, where everyone had a pleasant time and took part in an informal discussion, participated in by Mr. Ames.

Santa Monica, Calif.—The Bay Cities Typewriter Shop has been established at 424 Santa Monica boulevard by R. W. Oster.

Seattle, Wash.—Mr. Ouellette of Seattle, Wash., was an interested visitor at the factory of the Woodstock Typewriter Company during the early part of March.

Stockton, Calif.—H. A. Davis has been appointed manager of the Underwood Typewriter Company's local branch; he was transferred from Bakersfield. Both offices are under the jurisdiction of the San Francisco branch.

Tucson, Ariz.—The Typewriter Shop has moved to 56 North Stone street.

Woodstock, Ill.—The sales department of the Woodstock Typewriter Company reports a very satisfactory business throughout its branches and dealers' organization for the month of February, equalling, if not exceeding, the biggest month for volume of business turned in.

Woodstock, Ill.—R. W. Sears, president, and J. M. Hackney, general sales manager of the Woodstock Typewriter Company, made a visit to several of the Eastern branches in February. Their visit included a call upon E. F. Hancock, branch manager at Cleveland, at which time they were able to inspect the new ground floor quarters that the branch has acquired. These were made necessary because of the increase in volume of business secured at Cleveland by that branch organization under the supervision of Manager Hancock. Mr. Sears and Mr. Hackney spent two days in New York City in conference with Manager Fred L. Gallup.

ACCOUNTING MACHINES

Chicago, Ill.—The Ellis Adding Typewriter Company will demonstrate and display its devices at the Comptrollers' Congress, which will be held at the Palmer House May 9. Frank O'Leary and C. M. Macdonald of the New York office will be present, assisting J. W. Lamphier, Chicago manager, and Charles H. Morrow, in charge of commercial accounts at Chicago.

Knoxville, Tenn.—O. W. Schaeffer has become manager here for the General Office Equipment Corporation, selling both Sundstrand adding machines and Elliott-Fisher accounting machines. Prior to the consolidation of these companies Mr. Schaeffer was district manager nine years for the Sundstrand Adding machine Company. The local interests have been combined at 814 South Gay street.

Los Angeles, Calif.—The Office Equipment Service Company, 105 West Fourth street, has been established by F. B. Cole. Mrs. Cole assists him in the office management and advertising. Mr. Cole has been in the office machine business on the West coast the past fourteen years, on selling and repair work. His service facilities include bookkeeping and adding machines, typewriters and check writers. A general sales, repair, rental and supply business is done.

Peoria, Ill.—The offices of Remington Rand, Inc., have been consolidated in a suite in the Peoria Life building. J. P. Nealis is manager of the Dalton division, and Willis Calkins of the Kardex-Rand division. These men, with W. T. Combs, manager of the Remington division, have held several conferences to facilitate co-operation.

San Antonio, Texas.—A. E. Bradshaw, who had been office manager at Atlanta for the General Office Equipment Corporation, has been appointed manager of the local branch, 505 Gunter building.

China Trade in Safes and Vault Doors

Commerce Reports] In the China trade in safes and strong room doors, both for 1924 and 1925, products originating in the United States at values of $51,539 and $52,667, respectively, held the first place in the Chinese import trade. German goods, which in 1923 held first place, were second in value in both the latter years, while safes of Japanese manufacture contributed the third largest amount to this total. Great Britain and Hongkong also contributed goods to a considerable value.

Everything that 22 years experience in the portable table field has taught us is embodied in The New Line of Sherman-Manson Tubular Steel Stands.

The net results are yours to enjoy at lower prices than such stands have been sold for in many, many years.

Write for full particulars and prices today.

Style 23-A

SHERMAN-MANSON MFG. CO.

1455 West Austin Avenue, Chicago

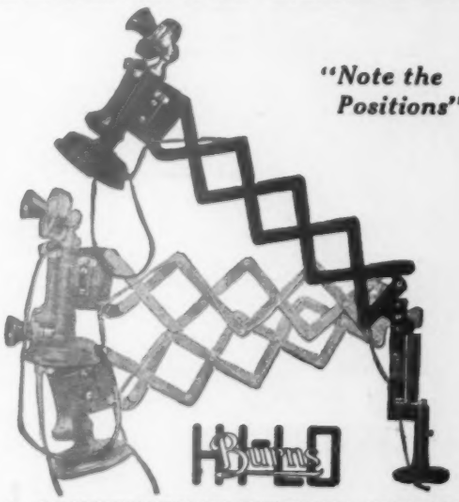
Please send folder with full information regarding your new, lower prices.

Name_____

City_____ State_____

Burns

TELEPHONE BRACKET



A CONVENIENCE NEEDED TODAY

Burns Telephone Bracket is a modern business necessity. It assures maximum telephone efficiency. Speeds up service and economizes in time and energy.

An assortment on hand will mean ready sales and interesting profits.

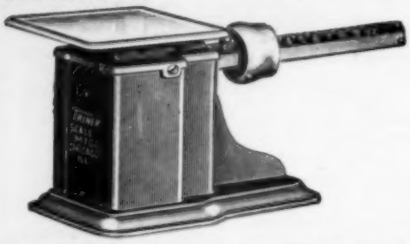
Be prepared to serve your trade.

American Electric Company, Inc.

State and 64th Sts., Chicago, U. S. A.

AIR MAIL SCALE

The Uniform Air Mail Rates at 10c Per Half Ounce or Fraction, to All Points in the United States on the Air Route Are Now in Effect.



THE TRINER NO. 9 AIR MAIL SCALE

United States Post Office Department has equipped the service with 27,000 Triner 9-ounce Air Mail Scales. This scale was selected on competitive bids as the best type for the purpose.

It is built entirely of steel, with a brass beam and brass poise. Each half ounce graduation is clearly cut on the beam with a deep "V" shape notch and the poise is equipped with a steel dog that seats properly, making it easy and positive to obtain accurate weight.

The tubular beam is equipped with a balancing block within, so that the scale can always be kept in perfect balance.

A high grade scale all the way through at a moderate price.

TRINER SCALE & MFG. CO.

2714 W. 21st Street **Chicago, Ill.**

We also manufacture Parcel Post and Mail Automatic Scales used by the Post Office Service

Better Products

The merging of the Cooper Carbon Coated Paper Company with the Chicago Binder & File Company has resulted in the manufacture of better loose leaf devices and finer ribbons and carbons. The increased facilities of our large, new, daylight plant enable us to offer better products at profitable prices. Your request for literature and complete information will receive an immediate response.

Chicago Binder & File Co.

Manufacturers

Loose Leaf Devices—Printing
Inked Ribbons and Carbons

500-508 West Thirty-first Street
Chicago, Illinois

ADDING MACHINES

Buffalo, N. Y.—The Marchant Calculating Machine Company announces the appointment of A. H. Goodwin as district manager of the Buffalo territory. Mr. Goodwin was for the past year in charge of the Marchant Sacramento office and left the Pacific coast with the best wishes of a host of friends.

Dayton, Ohio—G. C. Miller, who had been connected with the local Dalton adding machine agency, 717 Mutual Home building, has been transferred to the home office of the Dalton Adding Machine Company, East Norwood, Cincinnati, Ohio.

Detroit, Mich.—The Allen-Wales Corporation has been chartered in Pennsylvania, to act as agent for corporations, associations; capital stock, 200 shares no par value; J. Vernon Pimm, charter representative, Philadelphia, Penna.

Detroit, Mich.—The appointment of H. H. Hernandez is announced by the Marchant Calculating Machine Company as district manager of the Detroit office. Mr. Hernandez was formerly, for three years, representing the Burroughs Adding Machine Company in Chile.

Hartford, Conn.—The Marchant Calculating Machine Company announces the appointment of T. K. Lund as district manager in the state of Connecticut, with headquarters at Hartford.

Los Angeles, Calif.—The Victor Adding Machine Agency, B. Baillie manager, has moved from 902 South Olive street to Room 535 Chamber of Commerce building, Twelfth street and Broadway.

Louisville, Ky.—The Marchant Calculating Machine Company announces the appointment of L. G. King as district manager. This, formerly under the Indianapolis territory, is now a direct point. Mr. King has been associated with the Marchant company for some time. He was formerly at Lexington and later handled Louisville as a sub-office.

Monroe, La.—The Monroe Store & Office Equipment Company has been appointed Marchant district managers for the territory. A. V. Breard, of this company, was formerly in charge of Marchant sales at this point.

Newark, N. J.—The Wales Adding Machine Sales & Service Company has been chartered to deal in adding machines; capital stock, 2,500 shares, no par value; Lionel P. Kristeller, charter representative, Newark.

Philadelphia, Penna.—The Allen-Wales Corporation has been chartered in Delaware to deal in stocks and bonds; capital stock, 500 shares no par value; J. Vernon Pimm, charter representative, Philadelphia, Penna.

Philadelphia, Penna.—The Allen-Wales Corporation of Philadelphia has been chartered to act as agent for corporations, associations; capital stock, 200 shares no par value; J. Vernon Pimm, charter representative, Philadelphia.

Providence, R. I.—E. H. G. Gauthier has been appointed district manager of the Marchant office. The territory has been increased to include the Worcester county in Massachusetts. Mr. Gauthier has sold calculating machines successfully at both of these points. He was formerly among the leading ten salesmen in the Monroe Calculating Machine Company's sales organization.

Regina, Sask.—Bergh Green & Company, Ltd., has been appointed Marchant district manager for Saskatchewan and Alberta, Canada.

Reno, Nev.—The Western Typewriter Supply Company has been appointed Marchant district manager for Reno, Nevada.

St. Louis, Mo.—The Marvel Adding Machine Company has been chartered with capital stock of $100,000.

Springfield, Ill.—Norman D. Smurr has succeeded G. H. Naylor as manager of the Springfield agency of the Burroughs Adding Machine Company. Mr. Naylor has joined the Chicago sales staff. Mr. Smurr has been a member of the Burroughs All Star club for three years. Prior to going to Springfield he had charge of the Decatur office. The Springfield agency covers sixteen counties in central Illinois, and employs six salesmen.

One inefficient or careless clerk can destroy in ten minutes the good will that has taken ten years to build up.—The Coach (published co-operatively by the Boorum & Pease Company, Eastern Manufacturing Company, C. Howard Hunt Pen Company and Sanford Manufacturing Company).

SOLO new! self-inking STAMP PAD

The new SOLO Stamp Pad *is not a felt pad*, but a self-inking ribbon device, with a firm, smooth striking surface, imparting only sufficient ink to the rubber stamp to insure absolutely perfect rubber stamp impressions at all times, regardless of weather conditions or immediately after reinking. "SOLO" is a product that sells strictly on its merits

Sample on request

Manufactured by

Peerless Carbon & Ribbon Mfg. Co., Inc.

"Sponsors for PERFECTION in rubber stamp IMPRESSIONS"

476-478 Broome Street New York, N. Y.

Neat, Orderly Offices

The Furnas line of office accessories rounds out the equipment of a modern and properly fitted office. Small tables, wardrobes, costumers and stationery cabinets --these are the items needed in almost every office. Quick turning--quick profits.

Write for catalog

Furnas Furniture Co.

INDIANAPOLIS, INDIANA

"K.B." BLANKS

Bonds and all papers of value are well secured, whose values have been weighed and judged by experts, but the use of "K. B." BLANKS in the preparation of such securities imparts an added value: not an added intrinsic value, but an added use value, an added selling value and an added quality value. They give them that crisp, clean currency look and feel characteristic of United States banknotes for they are prepared in the exact same manner in which this currency is prepared. For this reason they secure the preferential choice of dealers and investors over that of other and inferior blanks. In equal ratio are they of value to the printer as a selling proposition. They have the hall-mark of value, weighed and judged by years of experience among printers, stationers and lithographers

SAMPLES ON REQUEST

KIHN BROTHERS, *Bank Note Engravers*
205-209 WEST 19th STREET
NEW YORK CITY

REGAL REBUILT ROYALS

Trade-marked—Nationally Advertised

Approved by the Manufacturer

ROUGH TYPEWRITERS

Stock in 82 Cities

All Makes - - - - All Models

All Series - - - - All Types

Lowest Prices

Write for the Regal Plan.

REGAL TYPEWRITER COMPANY, Inc.

524 Broadway, New York, N. Y.

12-14 So. Jefferson St., Chicago, Illinois

Cable Address: REGALTYPE, N. Y.

STEEL DIE ENGRAVED

Business Motto Cards

can be used to good advantage in your correspondence especially where quotations are being made. They are steel die engraved on a paneled card, size 3¼x4¼ inches, and are enclosed in folded wedding tissue. We give below the wording of a few of the cards.

Beware of the higher cost of the lower price.

Cost is measured by the results obtained and in no other way.

It's what you get, not what you pay.

Anybody can cut prices but it takes Brains to make a better article.

We have samples and price list; send for them.

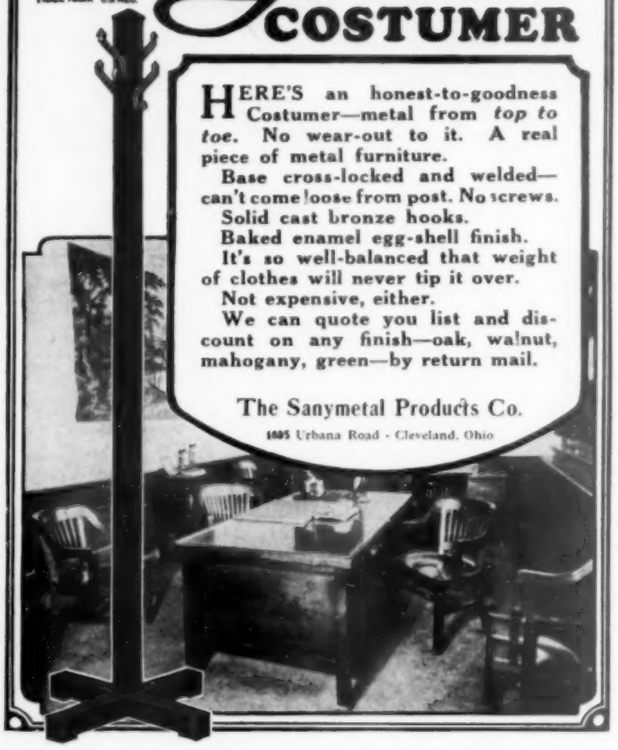
The American Embossing Co.

Steel Die and Copper Plate Engraving and Printing in All its branches

192-96 Seneca Street Buffalo, New York

The Sanymetal COSTUMER

TRADE MARK U.S.REG.



HERE'S an honest-to-goodness Costumer—metal from *top to toe*. No wear-out to it. A real piece of metal furniture.

Base cross-locked and welded—can't come loose from post. No screws.

Solid cast bronze hooks.

Baked enamel egg-shell finish.

It's so well-balanced that weight of clothes will never tip it over.

Not expensive, either.

We can quote you list and discount on any finish—oak, walnut, mahogany, green—by return mail.

The Sanymetal Products Co.

1895 Urbana Road - Cleveland, Ohio

The "49" and the "BIG SIX"!

Roberts "49" is a quality numbering machine made to sell at $7.50—a popular price *that sells many!* 3 actions, consecutive, duplicate and repeat. Numerical capacity 1 to 999,999 with style A or H type.

Include at least one of these popular machines in a Roberts Big Six Assortment. You yourself may select machines which your experience has proved to sell quickest. You avail yourself of a quantity discount, bigger turnover, larger profits, on what is really a small investment and a "skeleton" stock. There's no numbering machine proposition that can beat it! Write at once for full information!

Roberts Numbering Machine Co.
694-710 Jamaica Ave.
Brooklyn, N. Y.

Western Distributors
THE SUPERIOR TYPE CO.
3940 Ravenswood Ave. Chicago, Ill.

ROBERTS Numbering Machines

The Success Line *of* Desk Calendars

No. 19-10 No. 17-70

No. 13-30

Write and let us tell you why Hundreds of dealers prefer the Success Line of Desk Calendars.
1928 *catalog ready.*

The Success Line Inc.
HARRY L. SHORT, PRES.
224-230 W. Huron St.
CHICAGO ILLINOIS

STAMPS - STENCILS - SEALS

Chicago, Ill.—The plant of Martin & Company was damaged in a fire April 24 which swept through the building at 227-29 West Madison street.

Chicago, Ill.—P. G. Nix Company, 5436 South Wood street, has joined the Chicago Association of Commerce. The company produces brass stencils, brass ink stamps and brands.

Detroit, Mich.—The Detroit Numbering Machine Company has moved to 1138 Griswold street.

Elizabeth, N. J.—Two executives of the Fulton Specialty Company have chosen Europe for recreational trips. E. R. Underwood, head of the house, and Roger Underwood, have crossed the Atlantic. Mrs. Roger Underwood and son accompanied her husband.

New York, N. Y.—W. H. Rice, of the Peerless Ribbon & Carbon Manufacturing Company, is on a trip to the Pacific coast, to return to New York in June.

Niagara Falls, N. Y.—George O. Benson, sales manager of the Niagara Metal Stamping Company, has been elected vice-president in charge of sales. This is a recognition of his many years of productive service to the company, whose lines of metal specialties include the "Premax" line of metal house numbers.

San Francisco, Calif.—The International Stamp Manufacturers' Association, District 8, held its meeting at San Diego, March 24-25. It was fairly well attended and considerable business was transacted, all the subjects taken up being very well analyzed. There were no special papers. The meeting was given over entirely to round table discussions. Sig. Pels, of the Moise-Klinkner Co., San Francisco, was re-elected governor of the district. Clarke Dennington, of the Los Angeles Rubber Stamp Company, was re-elected secretary. Both have served very efficiently for the past six years. The next meeting will be held in Vancouver, B. C., in the latter part of September.

Much Work Ahead for Steel Stamp Makers

The new patent law passed at the last session of Congress promises to make considerable new business for stamp makers. Name plate makers will also increase their business.

Under the new law patent numbers must appear on devices and merchandise, instead of the patent date. This will necessitate changing many stamps and name plates, which now bear the dates of patents. This new provision will simplify locating documents in the Patent Office at Washington, D. C., where hundreds of patents are issued some days.

OTHER MACHINES

Chicago, Ill.—H. P. Elliott, president of The Elliott Addressing Machine Company, visited the local branch in April.

Chicago, Ill.—The Pruitt Company, 117 North Market street, has organized a department for producing Addressograph plates for its customers.

Chicago, Ill.—Frank J. Dixon, formerly with the Remington Cash Register Company, now handles a considerable part of the loop sales territory for the United Autographic Register Company.

Chicago, Ill.—While visiting the Chicago office, L. C. Stowell, president of the Dictaphone Sales Corporation, stated that March sales were the largest in the history of the company.

Chicago, Ill.—The Heyer Duplicator Company, formerly located at 18 South Wells street, has moved to the second floor at 911 West Jackson boulevard. The company has taken increased space to care for the expansion of its business.

Chicago, Ill.—The Dictaphone Sales Corporation has established a secretarial school, training operators in the transcription of records, secretarial duties, filing, correspondence and routine office work. This is housed with the Chicago branch, at 321 South Wabash avenue.

New York, N. Y.—A. R. Rohrer, formerly manager of the Multicolor Sales Company, has joined No-Tarnish Products, Inc., 50 Lispenard street.

New York, N. Y.—The Cosmo Letter Service has been chartered to conduct a typewriting service; capital stock, 1,000

(Continued on Page 242.)

ALL STEEL DESKS

SEALS
POCKET NOTARY

FOR THE STATIONERY TRADE
CAST BRONZE DESK SIGNS
CASHIER
PRIVATE
TELLER

LOANS
OFFICE
NOTARY PUBLIC
ALSO ENGRAVED BRASS SIGNS
WE ARE WESTERN AGENTS FOR
AJAX - FOLLET - AUTOMATIC TIME STAMPS
WE MANUFACTURE
STENCILS-RUBBER STAMPS
BADGES-TOOL & TIME CHECKS
AMERICAN SEAL & STAMP CO.
120 So. CLARK STREET
CHICAGO, ILL.
WAX SEALS

ALL KINDS OF NUMBERING MACHINES REPAIRED
CAR SEALS

When Desk Lamps are Needed
Sell SILVERGLO

No. 203-15
Silver and Black
[Remember—Silverglo is the only desk lamp using the modern idea of indirect lighting.]
"This is by far the most attractive lamp we have seen, and the *indirect principle* upon which it is based, is to be highly recommended"—
is the statement from the laboratory of a famous university now conducting tests in fatigue-saving equipment.
The lamp referred to is No. 203 in Silver and Black finish—
A popular priced Silverglo Desk Lamp is now available.
SILVERGLO LAMPS, INC.
300 East Federal St. Baltimore, Md.

A WEBCO PRODUCT

RTZ TRADE MARK

Original and Best Type Cleaning Fluid

Cleans your type | No type brushing
Cleans your platens | No picking out of
Cleans metal parts | particles from type

Dissolves grease and cleans spots from your desk

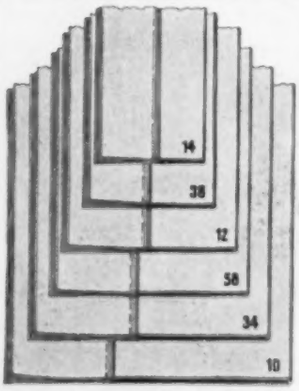
WHEN RTZ TRADE MARK APPEARS
DIRT DISAPPEARS

MANUFACTURED BY
The F.S.Webster Company Inc.
BOSTON
MAKERS OF
MULTI-KOPY Carbon Papers
STAR-BRAND Typewriter Ribbons

AICO PRODUCTS

Blank Index Tabs
for Special Jobs

When a customer makes his own indexes, sell him Aigner's Blank Tabbing. They'll fill the bill for him—and for you.



These Blank Index Tabs are made with the same care and skill that has built the fame of the regular Aico Index Tabs

5 colors; 3 sizes

In grey vellum cloth, or buff ledger paper, 6" and 12" strips. Also tan, red, or black, either plain leather or paper covered leather, 4½" and 12" strips carried in stock.

6" and 4½" strips packed 12 in neat box.

12" strips in dozen packages.

There's an Aigner Index Tab —for every purpose

Service Station for the Printing and Bookbinding Trade

G. J. AIGNER & CO. Manufacturers
521-523 W. Monroe St. Chicago, Illinois

Gold Stampers for Stationers and Bookbinders
Indexes for Loose-Leaf Systems
Titles and Labels for Law Work
Aigner's Patent Cut Index Strips

(3835)

RIBBONS AND CARBONS

Chicago, Ill.—Edward G. Burger has joined the local sales staff of the Kee-Lox Manufacturing Company. He had been in charge of the St. Louis office before moving to Chicago.

Chicago, Ill.—Harry R. Williams, representative of the H. M. Storms Company in this territory, expressed pleasure the way the first quarter of this year developed. His various large distributors in Chicago showed an increase of 33⅓ per cent over any previous year for the January-March period.

Seattle, Wash.—C. R. Leonard, well known as a ribbon and carbon man in the Northwestern section of the United States, has taken new offices in the Terminal Sales building, First and Virginia streets Mr. Leonard is the only ribbon and carbon man in this building. He is Northwest manager for the American Ribbon & Carbon Company, Rochester, N. Y., makers of the "Onion Skin" line.

(**Other Machines**—Continued from Page 241.)
shares common; incorporators—B. Stahl, M. Prince, J. Trounstine; Bijur, Herts and Steinberg, charter representative, 19 West Forty-fourth street.

New York, N. Y.—Robert A. Smalley, who had been a member of the advertising department, The National Cash Register Company, several years ago, has become copy director for the Lyddon & Hanford Company, an advertising agency. In recent years he had been with N. W. Ayer & Son and the Conde Nast Publications, Inc.

Providence, R. I.—John Roberts, who was with The American Multigraph Sales Company at Worcester, Mass., has been transferred to the local office, Room 502, 44 Washington street.

Sacramento, Calif.—The Dayton Sales Company, a subsidiary of the International Business Machines Company, New York, N. Y., has opened a branch at 1105 J street, in the new Elks' temple.

San Francisco, Calif.—Arrangements are being perfected for the visit to California of the Hundred Club of the Addressograph Company. C. E. L. Shaw is manager of the district and he is much interested in the coming visit. Sixty to seventy salesmen will be brought here by the Hundred Club, which will convene at the end of May and the beginning of June. San Francisco will be first visited. The business meeting will be held at Hotel Del Monte, Monterey county. Later the Yosemite valley and Los Angeles will be visited.

San Francisco, Calif.—Progressive methods, resulting in rapid expansion, made it necessary for the Dictaphone Sales Corporation to have larger quarters in this city. As a result the offices were removed from California street to 20 Second street, in the Remington building, the middle of April. This is in the heart of the office equipment district, being close to many of the large office equipment firms. The fourth floor is occupied by the Dictaphone Sales Corporation, and there are many special features, such as a special Dictaphone room, where there is a complete Dictaphone equipment and system installed. J. H. Best, district manager, now has his service department so thoroughly well organized that he feels the service men can respond to calls with much of the promptness that characterizes a fire department. On a recent Pacific coast trip which included Los Angeles, Portland and Seattle, Mr. Best was impressed highly with the rapid progress and expansion of the business of the Dictaphone Sales Corporation in the coast territory.

Sales Management published a rebuttal of an article in Harper's Magazine attacking American exporters for their methods in doing business abroad. Walter F. Wyman, general sales manager, The Carter's Ink Company, Cambridge, Mass., made an adequate response. He showed that our most successful exporters are good business men abroad and at home. The standing and growth of the United States in export fields is proof. Mr. Wyman took up the discussion point by point, and in closing gave a list of fifty individuals who are outstanding examples of success and honor in export sales. Twelve of the office appliance and equipment field are listed: George Parmenter, The American Crayon Company; Paul R. Mahony, The Wahl Company; W. L. Hoagland, Jr., L. C. Smith & Corona Typewriters Inc.; A. E. Ashburner, The American Multigraph Sales Company; W. R. Cummings, Monroe Calculating Machine Company; C. B. Wiley and Carl Lamson, The Carter's Ink Company; H. P. Rockwell, Yawman and Erbe Manufacturing Company; F. K. Rhines, The General Fireproofing Company; John P. Wills, Dennison Manufacturing Company; Harold B. Gregory, The General Fireproofing Company; Philip B. Deane, York Safe & Lock Company. Mr. Wyman's article credited H. B. Elmer, now assistant general manager, Eberhard Faber, with building in a single year and entirely by mail a sales volume running into hundreds of thousands of dollars. He did this while handling export sales for White & Wyckoff.

SANFORD'S PREMIUM WRITING FLUID

THE PERMANENT INK IT TURNS BLACK QUICKEST

TIME is the one and only test for ink.

Year after year Premium Writing Fluid—Blue Black—has proved its unfailing reliability to every department of Banking and Commerce.

ALWAYS GOOD
ALWAYS THE SAME

SANFORD MANUFACTURING COMPANY

Congress and Peoria Sts.
CHICAGO, ILL.

22-24 Wooster Street
NEW YORK

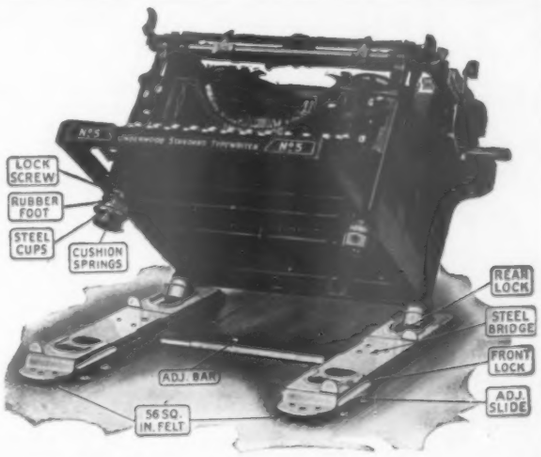
SATELLITE

Its SERVICE Sells

The SATELLITE Typewriter Stand attracts sales by reason of its uniformly excellent service. Heavy enough to provide a steady, un-tip-able platform, yet easily moved about on large, quiet casters and adjustable exactly to the most comfortable position for operation of the typewriter.

Dealers find SATELLITE a popular, fast-selling item. The price is reasonable and the margin warrants best sales effort. Write to Department A for details.

Adjustable Table Company
Grand Rapids, Michigan



Add $$$ to *Your* Income!

The Krantz Typewriter Shock Absorber can add dollars to your income. Typewriter men everywhere are doing it.

It is a profitable typewriter accessory because it is so desirable. Unnecessary noise and jar—elements destructive to the life of a machine—are abated. Typing is made less tiresome and better work results. To interested dealers, a liberal proposition is open.

Edward Krantz Products Company
3847 Lincoln Ave. Chicago, Ill.

Why Not You?

Stationers and office equipment dealers everywhere find a ready market for bronze desk and name plates. Desk plates, bronze name plates over the cashier's window, door name plates, door numbers, etc., are extensively used in the modern office.

INCREASED SALES—NO ADDED EXPENSE

There is no added expense to handling our line of bronze name plates. We furnish you descriptive matter with prices on all standard sizes. A sample desk plate like the one illustrated below is furnished you gratis with your initial order. Or we will send it to you postpaid for $5.00 and give you credit for this amount on your first order.

GET OUR CATALOG

We are manufacturers of memorial tablets and cast bronze signs of all kinds and descriptions. We also manufacture a complete line of illuminated signs for interiors. A copy of our new 32-page catalog together with prices will be mailed you upon request.

DEALERS NOTE: This Plate Furnished You FREE as explained above.

ATLAS BRONZE MANUFACTURING COMPANY
412-420 Orleans St. Chicago, Ill.

Send the coupon today.

Atlas Bronze Mfg. Co.,
412 Orleans St., Chicago.

☐ Send us descriptive information and price list on bronze desk and name plates.
☐ Send us a copy of your 32-page catalog.

NAME .....

CITY..... STATE.....

A "BETTER" LAMP

At a price and profit that pleases both Dealer and Consumer

FARIES,—the only lamps with the exclusive patented interchangeable shade which may be removed for cleaning or replacement without tools or unwiring.

Write today for illustrated AMRONLITE booklet O-5 in colors.

Write also for illustrated folder O-A-5 showing Faries' exclusive line of Brass Cuspidors.

FARIES

Amronlite

"There is no other"

FARIES MFG. CO., Decatur, Ill., U. S. A.

Just the Cutter for the Busy Office

Engineers, draftsmen, sign-writers, advertising men—in fact the entire organization of any plant will find the Boston Cutter a most efficient and practical appliance.

The "Boston" Card Cutter No. 36-B

Cuts and trims office forms, factory forms, legal forms, special forms, photographs, cardboard, asbestos, insulation, thin leather, rubber, fabric, advertising layouts, etc., quickly and accurately. Furnished complete with adjustable front, side and back gages of steel. The knives are of a high-grade tool steel, the table is of mahogany and the frame is of iron. Cuts any length. Mounted on specially constructed folding table which makes it easy to move from one place to another.

A full line of Cutters and Tableting Presses.

Dealers Wanted.

Golding Press Division

American Type Founders Co.

FRANKLIN, MASS.

SEARLES TYPEWRITER STANDS and STOOLS

At Prices That Attract Customers

The attractiveness is not only in price but also in appearance and construction. Here are some interesting specifications:

Stands—Top 14" x 20", 5 plywood, walnut or mahogany finish. Drop Leaf 14" x 8", one or two, making top 28" or 36" long. Height 26". Steel frame, welded, black enameled. Feet with rubber tips or castors on 2 or 4 legs.

Stools—Seat 1½" x 13", wood, walnut finish. Steel frame, welded, black enameled. Feet, rubber tips or castors. Stool fits under stand and nests into one shipping carton with stand.

Searles stools are made with or without backs for office, shop, or counter use. Write for descriptive literature.

SEARLES ELECTRIC WELDING WORKS

Manufacturers

821 Washington Blvd. CHICAGO, ILL., U. S. A.

HI-CLASS YANKEE

ADDING MACHINE ROLLS

Made from pure white

SULPHITE BOND

Sold in

25-50-100 Roll Packages and the HANDY HALF DOZEN

YANKEE PAPER & SPECIALTY CO. *Menasha, Wis.*

STATIONERY

Commodity Classification No. 9 is assigned a special sales week May 23-28 by the National Association of Stationers, Office Outfitters and Manufacturers. This classification comprises Leather Goods and Novelties of all kinds, including Social Stationery and Vacation Goods. Stationers will find it advantageous to co-operate in this drive, bringing the merchandise to the front and pushing it in the store. This effort is to continue the period May 30-June 4.

Bakersfield, Calif.—The Bell Stationery Company has been opened at 2026 Chester avenue by E. L. Bell.

Baltimore, Md.—The wholesale stationery business of the Marcus W. Wolf Company, 128 South Hanover street, has been purchased by the Wilson-Howell Company. The Wolf business has been operating at that address the past fifty years. Bernard and Lawrence Wilson, who had been associated with the Wolf store twenty-five years, will continue the business at the old address.

Chelsea, Mass.—Harry F. Smith has moved to 380 Broadway; the former address was 334 Broadway.

Chicago, Ill.—The new store of Horder's, Inc., at 226 West Adams street, will be opened in May.

Chicago, Ill.—The local branch of Whiting & Cook, formerly at 215 West Randolph street, has moved to 425 Plymouth court.

Chicago, Ill.—The local branch of S. S. Stafford, Inc., has moved from 322 West Washington street to 217 North Desplaines street.

Chicago, Ill.—The Associated Stationers Supply Company mailed a new "Pink List" to the trade in April, and also a new supplement to the price list.

Chicago, Ill.—Fred Christensen, of S. E. & M. Vernon, returned April 19 from a trip to southern and southwestern points. He left Chicago in February.

Chicago, Ill.—Col. William Nelson Pelouze, president of the Pelouze Manufacturing Company, spent several weeks in the South in April. He spent the Easter holidays with his daughter.

Chicago, Ill.—S. Weinress & Company, formerly at 186 North La Salle street, has moved to 538 South Clark street. In addition to doing an office supply business, the company handles printing, engraving and golf supplies.

Chicago, Ill.—The Ideal Shop, 452 East Seventy-fifth street, has been established by F. O. Silverstone, who conducts a stationery store on Cottage Grove avenue. This is primarily a gift and social stationery business, but commercial stationery items are carried also.

Chicago, Ill.—The Crown Office Supply Company, Inc., 9 North Franklin Street, has been chartered to manufacture and deal in office supplies, stationery and equipment; capital stock, $7,500; incorporators—Reuben V. Arvey, Arthur Linn, Sol M. Zenner. Mr. Arvey had been manager of the Crown Ribbon & Carbon Manufacturing Company's local branch, and has become distributor for that company in this territory.

Danville, Ill.—Boasberg's, 131 North Vermillion street, is a new stationery store here.

Cleveland, Ohio.—The Office Supply & Printing Company has moved from 811 Superior street to 408 Frankfort avenue.

Cleveland, Ohio.—W. G. Oliver, who had been in charge of the Chicago warehouse of the Eaton, Crane & Pike Company, has been appointed office manager at Cleveland.

Fresno, Calif.—H. S. Moyer has been appointed representative here of The Charles R. Hadley Company; he succeeds C. E. Thaxter, who has gone into the public accounting field.

Galesburg, Ill.—R. F. Lyons moved his stationery store a short time ago from 211 East Main street to the corner of Cherry and Main streets. This business has been operating seven years. The new store affords enlarged space, and is very attractive, as there is an expanse of display windows.

Memphis, Texas.—Beach's House of Commerce is a new stationery business here.

Oakland, Calif.—E. F. Inns is opening a stationery store at the corner of Seminary and Foothill boulevard in this city. The proprietor of this new store was until recently in the stationery business in Lindsay, Calif., and sold his store as a going concern. Mrs. Inns was also interested in the business. She is now busy getting settled in Oakland.

Philadelphia, Penna.—The Goat Stationers, 424 Bulletin building, has been registered as a commercial title in the common pleas court by W. Roy Harvey, Ocean City, N. J.

Philadelphia, Penna.—The National Stationery & Printing Company, 612 Arch street, has been registered as a commercial

MEN YOU KNOW

are making successful sales records with

MARCHANT

You know either personally or through their sales records many men who have gone ahead with Marchant.

Ask them how their connection strikes them—as to earnings—product—territories—treatment.

The expansion of steady year-to-year growth makes it possible for us to offer a few qualified men a present opportunity. You may take advantage of it by writing in confidence to

GENERAL SALES MANAGER
MARCHANT CALCULATING MACHINE CO.
OAKLAND, CALIF.

Announcing
The Diamond Masterpiece

A Real Piece of Furniture Adds Dignity to the Well Furnished Office, Room or Lobby.

A Complete Line of Steel Waste Baskets and Hampers

PENN ART STEEL WORKS
ERIE, PENNA.
Half Way Between New York and Chicago

Supreme Quality

DUROLERMA

DRY STENCILS
for all duplicating machines
No moistening before cutting

SAVE
Typewriter — Time — Money

YOUR TRADE DESERVES THE BEST
"Quality Supreme"

Arlac Dry Stencil Corporation
418 Fourth Avenue Pittsburgh, Pa.
(Distributors for U. S. A.)

Dealers and salesmen write for particulars today
Please mention name of Duplicator when writing

In the
Salesmen's Room

A salesman doesn't spend much time at his own desk—he wants to be beside his customer's desk, telling his story. Therefore, a small desk is sufficient. But the time he spends at his own desk prepares him for his work and the desk should have real quality and convenience.

Tell City small desks conserve valuable space, at the same time performing all the functions of a full size desk. In the small desk field, you'll find Tell City products supreme. You should have the catalog in your files.

TELL CITY DESK CO.
TELL CITY, IND.

title in the common pleas court by Irwin Berman, 5279 Penway court and Louis Yaffe, 5716 Pine street.

Philadelphia, Penna.—The Sleight Metallic Ink Company of Philadelphia has been chartered in Pennsylvania to manufacture inks; capital stock, $150,000; J. E. Mitoskey, charter representative, 131 East Twenty-third street, New York, N. Y.

San Francisco, Calif.—The Arlac Dry Stencil Company has opened a distributing center for the Pacific coast trade at 573 Mission street. Milo Harding is manager.

San Francisco, Calif.—Two former employes of the Panama Stationery Company, San Francisco, have started in business at 46 Kearny street, under the style of the Office Supply Company. Stationery, printing, engraving and typewriter supplies are handled. M. J. Peiser is manager of the new firm and his partner is E. C. Schweitzer.

San Francisco, Calif.—In order to serve Northern California it is announced that the Reyburn Manufacturing Company, Philadelphia, Penna., has established a branch sales office in the Phelan building, San Francisco, for distribution to stationers, paper jobbers, etc., of its tags, labels, marking devices, pin tickets, gummed labels, etc.

San Francisco, Calif.—The Russ building, one of the beautiful skyscrapers now nearing completion in San Francisco, is to have a "service floor," with several novel features in the way of service for tenants. The management of the building is encouraging office supply firms to establish agencies on this service floor, in order that tenants may obtain needed supplies without leaving the building.

San Francisco, Calif.—The Eugene Dietzgen Co.'s San Francisco store was, until the middle of April, at 18 Second street. B. M. Priest, the district manager, is understood to be much pleased with the new quarters to which the firm has moved at 523 Market street. This is not only in one of the most busy blocks of San Francisco's main thoroughfares; it is also larger and more commodious than the former headquarters on Second street. Mr. Priest and his staff are enabled to handle both city and country trade better.

San Francisco, Calif.—John N. Kleff, who has long traveled the Pacific coast as representative of the Atlas Stationery Corporation, has been missed by his customers during the past few months. It seems that he caught a severe cold and was advised to rest and recuperate for a time in Denver, Colo. G. O. Hall of Hall & Smith, Market street stationery firm of this city, has received a letter from Mr. Kleff saying that he is expecting to start out on his territory shortly, as he has been getting well by leaps and bounds. His old friends will all be glad to welcome Mr. Kleff back.

San Francisco, Calif.—Monthly meetings of the Stationers' Association of California are being held regularly, the April meeting taking place on the 21st of that month. The Association is in the twelfth district of the National Association of Stationers, Office Outfitters and Manufacturers and there is keen interest among association members in the regional meeting of the National Association which will take place June 16-17 at the Fairmont hotel, San Francisco. Howell D. Melvin, San Jose, Calif., governor of District No. 12, is actively cooperating with the Stationers' Association of California in plans for the Regional Convention. It is hoped to have a large representation of stationers at the regional meeting from the Bay Region, Northern California and Nevada. On both days of the convention there will be luncheon meetings and on the opening day there will probably be an evening session. The convention will close with a dinner, and the entertainment features will be professional. Office furniture men will be in attendance at one or more of the sessions, the meetings being open to everyone. Among the speakers will be Charles Marshall, of the Ivan Allen-Marshall Company, Atlanta, Ga.; W. Neill Stewart, Dallas, Texas, president of the National Association of Stationers, Office Outfitters and Manufacturers, and Carl Schutz, Browne-Morse Company, Muskegon, Mich. Well-known western members of the stationery business will be on the program, which is at present being arranged. The committee in charge of arrangements consists of: Governor Howell Melvin, of Melvin, Roberts & Horworth, San Jose, Calif.; Harry Stratford, of Neal, Stratford & Kerr, and Arthur C. Moench, of the H. S. Crocker Co., San Francisco.

Office Operating Costs in Guatemala

In a report to the United States Department of Commerce Consul Philip Holland, Guatemala, dealt with office operating costs. He stated that American stenographers receive from $1,800 to $2,400 a year; native stenographers receive from $1,000 to $1,800. Stenographers versed in both English and Spanish, regardless of nativity, receive $2,400 a year.

It's hard to earn a dollar, and harder to save it—yet on just these two acts most of the great wealth of this country has been built up.—The Coach (published co-operatively by the Boorum & Pease Company, Eastern Manufacturing Company, C. Howard Hunt Pen Company and Sanford Manufacturing Company).

Overstuffed Leather For Sturdy Dignity

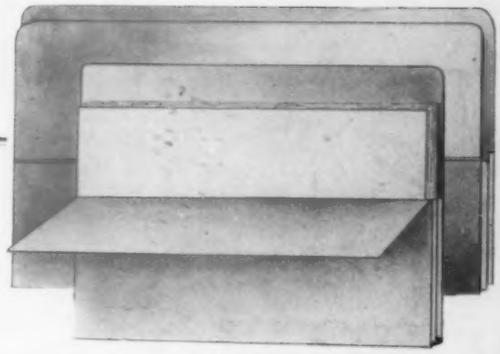
For an atmosphere of elegance with sturdy substantiality, careful buyers select overstuffed leather. It has quality.

In the Gunlocke line are a number of models—a style to please almost any taste.

Gunlocke chairs will help your salesmen sell. But if the canvass is well organized and directed, they will sell more effectively in greater volume. To accomplish that we have gathered a lot of successful selling ideas in a book—"Selling to Business Executives," and we'll be glad to send a copy for each of your staff.

The W. H. Gunlocke Chair Co.
Wayland, N. Y.

Success—
A Tribute to Sound Business



The Strength Is In The Gussets

LEATHERWEAR vertical file pockets have gussets of tan cloth, an unquestioned superiority. The cloth gussets crease but they do not crack. Papers are never in danger of sliding out because the gussets endure.

The same characteristic durability is present in all the items in the LEATHERWEAR line. We invite your investigation. A catalog, price list and samples will be sent you immediately on receipt of your request.

LEATHERWEAR
McGILL PAPER PRODUCTS INC.

700 South Sixth St. Minneapolis, Minn.

Tramp!
Tramp!
Tramp!

March of the *tidy* office-folk! Others scatter rubbish everywhere. Too far to the waste basket! But either way, production slows up! Efficiency experts give the solution: "A waste basket by every worker!" What about *your own* office?

VUL-COT

-the standard waste basket

Solid sides and bottom. Sizes for office and home. Colors to harmonize with furniture and decorations. Guaranteed for five full years—*many have been in service for thirty.* Buy them by the dozen—at stationery, house-furnishing and department stores.

National Vulcanized Fibre Co., Wilmington, Del.

Make your store Waste Basket headquarters in your city. Link up with the Vul-Cot advertising every month in System, Liberty, Literary Digest, Collier's. This is your advertising—to help you sell more waste baskets!

CURMANCO SORTING TRAY

Letter Size
12 x 12 x 7 Inches

Cap Size
12 x 15 x 17 Inches

Olive Green Art Steel

A Profitable Combination

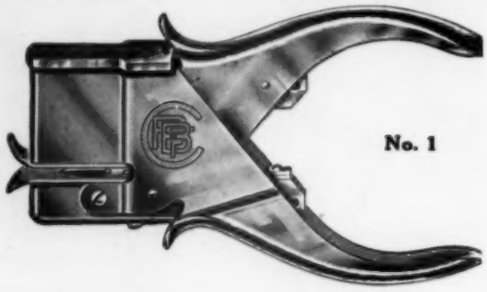
Selling Indexes in Different Ways

1. With A to Z index, correspondence is filed after answering. Kept handy for reference until filed weekly or monthly in the permanent file. Saves time in resorting and works as ready reference.
2. With 1-31 Index, orders, letters, important business is kept under the date required.
3. With Tab index all business is kept under the name designated.
4. Without Index, this can be used as a Posting Tray. You have wanted a Sorting Tray that would answer all purposes, that could be sold with Indexes or without for posting ledger sheets. This is constructed of heavy Art Steel, electrically welded together. Made to sell at a price that satisfies.

Letter Size retails at $3.50
Cap Size retails at 4.50

Sell the Curmanco full line. Write today.

CURRIER MANUFACTURING COMPANY
N. W. Terminal, Minneapolis, Minn.
A. H. Denny, Inc., 356 Broadway, New York Distributor



Novel and Unique

The Bump Paper Fastener is novel and unique, but thoroughly practical. No pins, clips or staples are used; instead, it uses a part of the paper for the staple. The papers are neatly and securely fastened but easily separated. Two styles, as shown; complete information on request.

THE BUMP PAPER FASTENER CO.

LA CROSSE, WISCONSIN

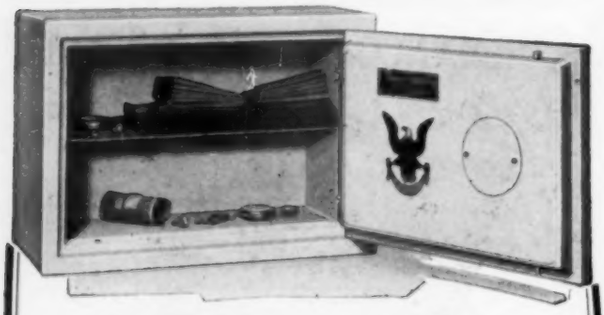
Eastern Representatives—
SEYMOUR-CONOVER CO.,
350 Broadway,
New York City

Smoothness In Transfer Cases

Transfer cases which are hard to open are hard to sell. REPUBLIC Transfer Cases prove that it is just as reasonable to have smooth working cases as the other kind. The fibre rollers account for it. Extra strong for capacity loads and long service. They are sold only through dealers. Price lists on request.

The Republic Box Co.

1691-1709 Merwin St. Cleveland, Ohio



EVERYBODY IS A PROSPECTIVE BUYER FOR THE

"SILENT WATCHMAN"

It is everything a modern wall safe should be plus its unique advantage of being installed DIRECTLY ON the walls in remote secret places —abstraction being impossible. The trend of time makes this insulated welded steel safe an international demand.

A demonstration and its low cost is your assurance of every sale.

WRITE FOR PARTICULARS—A SPECIALTY WITH AN INFINITE FIELD.

The Hall's Safe Co.

3253 Spring Grove Ave.

P. O. Box 846 CINCINNATI, OHIO

Good Merchandise

is always successful— for both Merchant, Manufacturer, and User

At no time has the C. A. Cook Co. "Quality" line of Adjustable Spring Back Chairs suffered an interruption in its twenty-five-year record of success.

Nor is there any secret or mystery about that. It is merely invariable and uniform goodness of "Cook Quality," a sign of good chairs found in all corners of the world.

"Cook Quality" is a guarantee of the foremost developments and improvements in Adjustable Spring Back Chairs conducive to good posture and COMFORT.

In the same way that energetic Americans are raised from youth to manhood on Mother's good roast-beef-mashed-potatoes-bread-and-gravy meals, do dealers lift their business to higher levels on "Cook Quality" Adjustable Spring Back Chairs.

C. A. Cook Company

18 Osborn Street

Cambridge 39 Mass.

Write for Catalogue and Circulars

LOOSE LEAF

Chicago, Ill.—George E. Preussner has succeeded H. J. Otto as purchasing agent for The Workman Manufacturing Company, 1200 West Monroe street.

Chicago, Ill.—F. B. Towne, treasurer of the National Blank Book Company, visited the Chicago branch in an April trip, which included important cities in the northern states west of the factory at Holyoke, Mass.

Chicago, Ill.—The McBee Binder Company, Room 1214, 8 South Dearborn street, has established a system department for users of loose leaf devices. George Rickers, formerly with The Baker-Vawter Company at Cleveland, is in charge.

Chicago, Ill.—E. A. Spaeth, representative of the McMillan Book Company, is expected at his office, 772 First National Bank building, about May 1. He left in February on a trip which took him through the Southern and Southwestern states.

Cleveland, Ohio.—The McBee Binder Company has moved from 729 Union Trust building to 209 Chester building.

New York, N. Y.—The Graham-Chisholm Company, 9 Murray street, has joined The Merchants' Association of New York.

San Francisco, Calif.—A movement is on foot to organize a club among travelers in the Western stationery trade who call on retailers. Organization, it is hoped, may be effected at the regional meeting to be held here in June. Jim Davison, of the Wilson-Jones Company, is at the head of the movement, which is solely to promote good fellowship.

San Francisco, Calif.—C. E. Carpenter, vice president and general manager of the Wilson-Jones Company., visited the San Francisco office, 323 Market street, which is coast headquarters for the firm, in the course of a trip to the Pacific coast.—Jim Davison, who covers the Southern California territory for the Wilson-Jones Company, was in San Francisco when he received a telegram announcing the birth of a daughter to his wife at their home in Hollywood. They had been married some ten years and this was the first child. Mr. Davison was so delighted that he started South immediately. The baby's name is to be "Mary Hamilton," and friends predict that with her father's business affiliations and her home in Hollywood, she has every chance of developing into a "De Luxe" movie star.

Librarian Has Loose Leaf Current Index

Miss Mary E. Irish, librarian of the Barlow Medical Library, Los Angeles, Calif., uses a loose leaf record for a cumulative index of current literature and articles, rather than card index records. This is a temporary index, as the medical profession has access to several quarterly and annual indices of publications. General subject headings are used, with space for about thirty entries to the page. The "Black Book," as this index is called, is posted promptly as material is received, and enables the librarian to offer up-to-the-minute references to the professional men who use the library. Papers read at meetings of the various medical societies are listed also, even though unpublished as yet. If a professional man wishes a copy of this paper as soon as it is published, a tickler memo enables the librarian to supply the paper as soon as printed.

Don't forget that the small customer is a brick in the foundation of your business.—The Webster Way (F. S. Webster Company, Inc.).

CATALOGUES

Paragraphic reviews of current issues from the catalogue and allied fields, classified for convenient reference.

Manufacturer

From M. F. Kean & Company, Middletown, Conn., comes a folder descriptive of the "Lexims" note book holder.

The Pelouze Manufacturing Company, 233-42 East Ohio street, Chicago, Ill., has issued a leaflet descriptive of its infant scales.

The Royal Typewriter Company, Inc., New York, N. Y., has published an attractive booklet in colors, telling of the manifold utility of the Royal portable typewriter.

From "Pansy" Gesellschaft M. B. H., Frauenfelderplatz 15, Vienna (XVII), Austria, comes a catalogue of stationery sundries, drawing appliances of celluloid, folding pocket rules, etc.

May We Send You One?

CHANGEABLE LETTER DESK NAME PLATE

Lists at $4.25 Complete, with Attractive Discount for the Dealer

Return the coupon below and we will send, all charges prepaid, one of these new—fast-selling—changeable letter desk name plates.

It's a real beauty, in Oak or Mahogany, and the pure white celluloid letters on the jet black background are all changeable.

Easy to read—easy to change—excellence in appearance—and economy to your customer—gives you four strong selling points that make profitable sales come easy.

Return the coupon now—and we will send the plate, charges prepaid, at once. We will bill at $4.25 less our attractive discount. If you decide to return it—do so at our expense.

Mail This Coupon—Now!

Davenport-Taylor Mfg. Co.
412 Orleans St., Chicago, Ill.

You may send the sample name plate for our inspection. We will either keep it and pay your charge net, or return it to you at your expense within 10 days.

Firm .....

Street .....

Town ..... **State**.....

MOHICAN

A CONSISTENTLY GOOD PENCIL

Write for samples and prices

United States Pencil Co.

Philadelphia —*Manufacturers*— **U. S. A.**

WIRE BASKETS

BARBEE WIRE & IRON WORKS
STANDARD

Barbee Wire & Iron Works
440 Conway Building
CHICAGO

Approved by
Underwriters Laboratories

Inspected, tested and labeled by Underwriters Laboratories, hence National Electric Code Standard. Just another evidence of the abiding magic of the Aladdin Lamp in meeting all requirements even as its prototype of old.

Write today for sample offer and catalog

ALADDIN MFG. CO.
709 E. 18th Street
MUNCIE, INDIANA

"ALADDIN" LAMPS
"On a Night—Like This"

The Los Angeles Rubber Stamp Company, Los Angeles, Calif., has distributed its No. 26 catalogue, a comprehensive book of 488 pages.

A forty-eight page catalogue has been issued by the Federal Stamp Company, Boston, Mass., showing rubber stamp items almost exclusively.

From George L. Lamb, Nappanee, Ind., comes a supplement to Catalogue No. 20. The supplement shows costumers, home desks, draft screens, fireplace screens, end table book and magazine holders.

The Yawman and Erbe Manufacturing Company, Rochester, N. Y., has revised its steel shelving folder, changes made including listing of new units added to the line since the original issue of this publication.

A charming folder in colors from the Underwood Typewriter Company, New York, N. Y., titled "For Home or Travel," tells how the Underwood four-bank portable typewriter serves in the home, on steamer, train or afoot.

An eight-page folder from the Bates Manufacturing Company, Orange, N. J., suggested how dealers can appropriate to themselves the national advertising being done by the company on various members of the Bates lines.

Meyer & Wenthe, 24-30 South Jefferson street, Chicago, Ill., have distributed No. 40 catalogue, showing stock seal designs, metal checks and badge blanks. This is 7x10 inches, sixty-four pages, giving a complete showing of the lines covered by the book.

A folder in colors from the Hartford Glass Products Company, Hartford City, Ind., tells the story of the company's "Glasglide." This "furniture footwear" is made for both wooden and steel furniture, which glides rather than rolls on floors and floor coverings when moved about.

From Wm. A. Force & Company, Inc., 105 Worth street, New York, N. Y., comes a new catalogue, No. 104, covering automatic numbering machines and hand stamp supplies. This is a pretentious book of 216 pages and cover, displaying the versatility of the marking device industry, and its service in effecting short cuts in manufacture and commerce. It is a handbook for the manufacturer and dealer in rubber stamps, and a splendid piece of catalogue making.

From the Quality Park Envelope Company (formerly Northwestern Paper Goods Company), Quality Park, Midway, St. Paul, Minn., comes Catalogue No. 12. This shows "Leatheroid" stationery supplies for mailing and filing. Forty-four pages are required to show the varied output of this mill. Many of the items shown are made with the company's new cloth reinforcement of gussets. While a large part of this company's production is hand made items, it also produces quantities of machine made envelopes for every requirement.

From the John A. Dunn Company, La Salle street at Twenty-ninth, Chicago, Ill., come three recent catalogues, descriptive of chairs for business administration, contract seating equipment and chairs for the home. The company's chairs for business administration include a full line of office chairs, upholstered and plain; swivel, side, Windsor, and typewriters; the catalogue shows also costumers, stools and settees. The contract line includes seating for schools, churches, libraries, hotels, tea rooms, beauty shops, clubs, armories and all other public buildings. Chairs for the home are made in an extensive variety of designs, many upholstered with fabric and leather. The company has followed the policies of simplification urged on manufacturers by the United States Department of Commerce, and has cut down its lines materially. As a result its warehouses contain stocks of every number listed, and immediate shipments are made on dealers' orders. These Dunn catalogues are attractive specimens of the printing art.

Dealer

The Wallace Stationery Company, 201 East Grand avenue, Chicago, Ill., has issued a book of samples of typewriter paper. Various grades were shown, white and colors. The back page featured the "Magic Touch" rubber typewriter keytops.

Direct Mail—Manufacturer

A blotter furnished to dealers of the Art Metal Construction Company, Jamestown, N. Y., says: "Protect the Records You Can't Insure." A B label safe is shown. Color is used effectively in this blotter to carry the fire theme.

A broadside from The Globe-Wernicke Company, Cincinnati, Ohio, told dealers of the salient features of the "G-W 5" file. The broadside sparkles with color, and shows an imposing view of the file.

The Service Steel Products Company, 914 West North avenue, Chicago, Ill., mailed a card featuring steel shelving units. The flexibility of steel shelving was indicated, and a representative installation shown.

"Sales Suggestions" from the Northwestern Expanded Metal Company, 407 South Dearborn street, Chicago, Ill., tells the salesman how to present the "Nemco" sanitary all steel waste baskets to his customer; the utility, beauty and sturdiness.

The Aladdin Manufacturing Company, Muncie, Ind., sent a mailing to dealers suggesting "Mothers' Day" as an opportunity to sell bedroom lamps as suitable gifts to Mother. A newspaper advertising matrix was provided to feature such gifts.

A mailing by the Oxford Filing Supply Company, 500 Driggs avenue, Brooklyn, N. Y., was devoted to its No. 1556 two-fifth cut tab folder. A sample was enclosed to enable the dealer to appreciate the quality of this item and to understand its outstanding value to the user.

A mailing to dealers by The Globe-Wernicke Company, Cincinnati, Ohio, told of the sales possibilities in a drive on "Near-leather" envelopes and filing folders and pockets. The campaign planned for dealers includes a supply of samples, imprinted matter and return post cards.

The Globe-Wernicke Company, Cincinnati, Ohio, dispatched a mailing on the Angle Tab guide. This was accompanied by a tasty booklet, "Clearing the Way for Bigger Business." The booklet is a brief preachment on how to make the files convenient and quick of access. The "Safeguard" system of guiding correspondence files was described and illustrated fully.

A four-page picture letter from The Tenacity Manufacturing Company, Reading, Cincinnati, Ohio, showed the experimental work done to keep the company's products a step ahead of the user's needs. The company's metals are tested out under severe working conditions before being offered to stationers who make up their own loose leaf binders and systems.

Secured But Accessible

The Free Hand Binder holds sheets, receipts, orders, notes, securely and permanently as long as desired, but leaves them accessible instantly. The ease with which it is used gives rise to its name, Free Hand. One hand does the whole job.

It is a binder which finds a ready response and profits are satisfactory. Write us.

THE
FREE HAND
Reg. U. S Pat. Off.
BINDER
Wagoner's Pat. Model "A"

Send for prices and other details.

FREE HAND BINDER CO
227 PEARL ST. NEW YORK, N. Y.

Courant
Letter-Opener

Two Models
$6.50
and
$10.00

New Features

WE have three interesting announcements at this time. First: The $6.50 model is already substantially improved over the first model—an inch wider—a new principle embodied in a longer operating lever. Second: The Dealers handling the item report interesting volume of sale. Third: We have brought out a ten-inch machine to retail at $10.00.

Write for Dealer's Discounts

Hush-A-Phone Corporation
19 Madison Avenue, New York

Eighty years of knowing how is your quality assurance of CONRADES Chairs. Sell them with confidence.

CONRADES MFG. COMPANY
2nd and Tyler Sts.,
ST. LOUIS, MO.
Manufacturers of Office Chairs and School Seating

We exhibit our line American Furniture Mart, Space 408, 666 Lake Shore Drive, Chicago, Illinois

1505-P. F.

GOOD DESKS FOR LITTLE MONEY

The desk business is no exception in having customers who demand much value for little money.

The Alma Line meets these low-priced calls with good-looking desks of unquestioned strength.

Write for current folder showing the more popular numbers in oak and mahogany.

OFFICE ALMA FURNITURE

ALMA FURNITURE CO.
High Point, N. C.

THE NEW
AJAX
TIME STAMP
(Patented)

Front View Showing Attractive Appearance and Sturdy Construction.

All metal with a SETH THOMAS CLOCK MOVEMENT. Establishes a new standard in time stamp construction. The Clock Movement is so located as to make it impossible for the jar of stamping to affect its accuracy. The materials used in its construction and the workmanship are the best money can buy, insuring Durability, Service and Economy.

Retail Price $40.00
Engraving Extra

DEALERS—Send your order now. Every sale means a satisfied customer and a profit that satisfies you.

WRITE

Ajax Time Stamp Co.

81 Washington St. BOSTON, MASS., U. S. A.

Eastern Representative; R. A. Stewart & Co. ,80 Duane St., New York
Missouri Representative: Banner Rubber Stamp Seal Co., 208 N. 4th St., St. Louis
California Representative: Los Angeles Rubber Stamp Co., Los Angeles
Illinois Representative: American Seal & Stamp Co., 120 S. Clark St., Chicago

Dealers:
The Tiffany is a quick turning specialty you can push with profit. Send for details.

The Tiffany
a new adjustable stand

with improved and perfected features and adjustable head to hold any machine. Its all-steel construction, light weight, sturdy, rigid assembly and pleasing Olive green—only drop leaf in Olive green, stand black—finish make it a most desirable convenience. Rack and gear movement permits raising and lowering at will. The solid base, with casters, allows the stand to be moved easily without danger of upsetting or marring even a highly finished floor. Free from vibration, creeping or sliding. Prices mailed on request.

TIFFANY ADJUSTABLE STAND CO.
3300 North Broadway St. Louis, Mo.

You found this card in the file quickly and easily—
because called to your attention and clearly marked by a
GRAFFCO VISE SIGNAL

"Stop! Look at me"—says a card with a brilliantly colored Vise Signal at its top.

"Follow-Up"—"Time to Write"—"Letter Needed"—"Order Stock" are some of the messages Vise Signals give at a glance.

For Mailing Lists, Follow-Ups, Credit Systems, etc., GRAFFCO VISE SIGNALS are a necessity. 12 colors, several sizes. No sharp corners to mutilate adjoining cards.

Write for our new, complete catalog

Graff-Underwood Company
18 Beacon St.
Somerville, Boston, Mass.

Other Graffco Products: Vise Paper Clips, Vise Index Tabs

DIEMER PRODUCTS
FOR
SATISFACTION
AND
SERVICE

ENVELOPES for filing, mailing and carrying purposes in RED ROPE and JUTE, for flat or folded papers.

Also Metal End Filing Boxes.

The illustrations show a few of the designs carried in stock.

Samples furnished on request.

JOHN F. DIEMER COMPANY
519 Broadway (Est. 1869) New York, N. Y.
SEND FOR CATALOGUE No. 30

A mailing to its dealers by The Globe-Wernicke Company, Cincinnati, Ohio, enthused them on a campaign for the "Home Desk." Direct mail matter to send to definite prospects, and a booklet, "Your Private Secretary," gave dealers excellent ammunition to cinch local prospects who have already been imbued with interest through "G-W" national advertising on this item. The booklet presents an alluring picture of the "Home Desk" in its domestic environment.

From the Irving-Pitt Manufacturing Company, Kansas City, Mo., comes an attractive mail piece telling about the new No. 1 "Vi-Dex" visible loose leaf record. This opens up to the size of the "Vi-Dex" binder, and the cover imitates the texture and lettering of the binder. Inside the utility and convenience of the device are pictured, in the actual colors of the cards and binders. A pocket memo book with rings to fit the "Vi-Dex" punchings permits the salesman to take the records he needs when away from headquarters, keep them in order and clean, ready to return to the office files.

Direct Mail—Dealer

A blotter distributed by Meyer & Wenthe, Chicago, to introduce its new loop store to Chicago business men, showed in a panel the various lines carried in the store at 31 North Clark street. At the left was a picture of the Chicago Temple building, in which the store is located. At the right the store front was pictured, nestling against the main entrance of the office building, with its ornate Gothic design.

"Check Your Filing Costs," announces a four-page picture letter from the Marshall-Jackson Company, 26 South Clark street, Chicago, Ill. This is a preachment for good office equipment, and portrays the "log" of a test on a "G-W" filing cabinet. A drawer of a file was hooked up with an electric motor, loaded with seventy-five pounds of paper, and started out on twenty cycles of opening and closing in a minute. The file withstood 276,000 trips, and was then operating without wobble, friction or noticeable wear on the full floating steel roller slides.

Accessory Advertising Matter

The Leopold Desk Company, Burlington, Iowa, furnishes its dealers with advertising electros picturing its desks, tables and other items in period designs.

The Yawman and Erbe Manufacturing Company, Rochester, N. Y., has provided its dealers with an effective window display card on steel and wood filing cabinets. It depicts an office interior with the file clerk at work. The card is printed in eight colors.

Dealers of The Globe-Wernicke Company, Cincinnati, Ohio, are supplied with advertising electros devoted to the company's "home desk." These enable the local commercial stationer to carry in his advertising the theme of the national display ads run by The Globe-Wernicke Company.

Dealers of the L. C. Smith & Corona Typewriters Inc., Syracuse, N. Y., are provided with display materials to aid in the publicity for the "Save Old Ironsides" campaign. A fund is being raised to recondition the old vessel, and one plan is to conduct a contest for the best picture of "Old Ironsides" done on a typewriter."

Price Revisions

J. S. Staedtler, Inc., 53 Worth street, New York, N. Y., has issued a new price list.

George L. Lamb, Nappanee, Ind., has issued a price list on costumers, home desks, etc., applying to the supplement to Catalogue No. 20, which has been distributed recently.

The Quality Park Envelope Company, Quality Park, Midway, St. Paul, Minn., has distributed a new discount sheet, which applies to its Catalogue No. 12 of stationery supplies for filing and mailing.

Snappy Cuts for House Organs

The Business Cartoon Service, Inc., 30 North Dearborn street, Chicago, Ill., furnishes electrotypes of outline illustrations suitable for illustrating house organs, sales letters, etc. Sample sheets will be sent on request.

HOUSE ORGANS

Paragraphic reviews of current issues from the house organ field, classified for convenient reference.

Manufacturer

The Leopold News (Leopold Desk Company) announced the addition of five new bookcases to its period suite lines. New specifications were listed for several desk and table items.

R. J. Moulton contributed an effective article to The Skyscraper (The Shaw-Walker Company) on "Sales Help on 'Executive' Safes." This article included a report on a sales solicitation which convinced a "hard boiled" prospect.

A photographic history of the industry appeared in Typing Tips (The Miller-Bryant-Pierce Company). This business has had a consistent growth, although of late years it has speeded up faster than the anticipated requirements for production space.

The Sales Force (Hedman Manufacturing Company) admonished salesmen to carry their samples of "imprints" for "F & E" check writers in celluloid envelopes. These keep the samples clean and permit the prospect to study the imprints without removing from the envelopes.

"How Lyon Equipment Serves the Medical World" in The Lyon Standard (Lyon Metallic Manufacturing Company) showed Vanderbilt University as seen from an airplane, and also a number of installations of Lyon cabinets and shelving in the various departments of the university.

An intelligent definition of "Merchandising" appeared in The Edgewater Bug (Edgewater Paper Company). It is the process

The "Aluminum" Pocket Seal
and other MARKING DEVICES

MANUFACTURED BY
MEYER & WENTHE - CHICAGO
OFFICE & FACTORY - 24 to 30 S. Jefferson St.
LOOP STORE - 31 North Clark Street
WEST SIDE STORE - 28 S. Jefferson St.
Catalogue of Complete Line will be sent upon request

Order Now for 1928
Bunch of Dates Desk Calendars

Properly priced—Displayed attractively they will go B I G !

Finished in brass, nickel, glass and de luxe. Good looking and appropriate for any desk.

PARAGON CALENDAR

The Paragon Calendar gives you double space for memoranda, each page 3x3½ inches.

Write for price list
Frank A. Weeks Mfg. Co.
The Desk Calendar House of America
93 John Street New York City

HOOD CHAIR COMPANY
Manufacturers of high grade Office and School Chairs

Write us for photos and prices

HOOD CHAIR COMPANY
GREENEVILLE TENNESSEE

STANDARD
Postal Permit Machines
MAILING
Envelope Sealers
MACHINES
Stamp Affixers

STANDARD MAILING MACHINES are the most widely distributed machines of their kind in the world. Used daily in over 55,000 offices. Simple in operation—durable in construction—efficient in performance—self evident time and labor saving devices needed in every office.

STANDARD ENVELOPE SEALERS seal mail with maximum efficiency and minimum labor and maintenance expense.

STANDARD STAMP AFFIXERS affix postage stamps, precancelled stamps or labels to mail five times as speedily as by hand. Protect the mailer from waste postage and misuse of postage stamps by employees.

STANDARD MAILING MACHINES CO.
Revere Boulevard **Everett, Mass.**

of selling good merchandise and selling it at a fair price. This brings about filling the needs of customers intelligently and giving them what they need.

"Dealer Loyalty" was contributed to The Royal Standard (Royal Typewriter Company, Inc.) by A. W. Barlow, assistant sales manager. He commented on the loyalty of Royal dealers as shown to him while in contact with that end of the company's distribution organization.

In addition to many interesting articles, Weston's Record (Byron Weston Company) included sample pages of the company's Linen Record, Waverly and "Flexo" ledger, Defiance bond and "Typo-count" ledger, for trial. The samples were perforated for easy removal from the house organ.

The National (National Blank Book Company) printed an illustration of 100 of 380 manifold binders made for a New York dealer, to be used by a large banking institution. A second illustration showed 100 ledgers bound in corduroy and genuine pigskin for another New York dealer.

A convincing preachment on good merchandising was published in "Steel-Strong" Dealers' Every Month (The C. L. Downey Company). "Supplying the Demand of Customers" showed the advantages of specializing, and the profits accruing from concentrating on a single strong line.

The Carter's Ink Company, Boston, Mass., has inaugurated "The Scribe," an informative and inspirational house organ for all members of the stationer's organization. The first issue told of the aims and policies of the new publication, and offered selling ideas worth any dealer's consideration.

Good Impressions (The Rotospeed Company) offered three prizes to users of Rotospeed stencils, ink and duplicators, for the best samples of booklets, circulars, etc. Other prizes were offered for the most forceful and appealing copy, and for the best pulling business letter. The contest closes May 30 at Dayton, Ohio. The judge is B. B. Geyer, manager of The Geyer Company, Dayton, Ohio.

A by-product of selling period suites was indicated in The Macey Monthly (The Macey Company). Various odd pieces, rugs, draperies, pictures and other furnishings for fine offices are required, enabling the dealer to increase the magnitude of the sale and to impress the customer with his facilities for equipping fine offices.

"Patent Contracts" in Business (Burroughs Adding Machine Company) told some important things to consider when entering into a contract to use a patent, or when selling or leasing patent rights. The article narrates incidents in which heavy costs were incurred because of loopholes in such contracts.

The "G-W" Stimulator (The Globe-Wernicke Company) told of a new slant in the "1927 Prosperity Drive." The Seattle West-Made Desk Company presents a silver cup to the salesman whose work for one month has presented the greatest inspiration to the organization. In the event that one individual won the cup four consecutive months, the trophy became his personal property.

The Mouthpiece (Dictaphone Sales Corporation) showed the manager of an Iowa radiocasting station with a twin Dictaphone which he uses to record certain parts of his programs. Before the dictating machines were hooked up to the job he had stenographers take notes. This involved a great deal of overtime. Now they find the records ready to transcribe when they come to work in the morning.

The Coach (published co-operatively by the Boorum & Pease Company, Sanford Manufacturing Company, C. Howard Hunt Pen Company and Eastern Manufacturing Company) listed thirteen reasons why sales were lost, as reported by a New York store. The article showed that forty-seven per cent of trade turning away from the store was caused by the lack of various elements of service.

"Follow the Coupon" was written by Harold McD. Brown for the Type Bar Bulletin (L. C. Smith & Corona Typewriters Inc.) to show that a large number of inquiries based on coupons printed in national Corona advertising can be turned into orders. Mr. Brown started selling when Corona was the "Standard Portable," which is many years ago. In those days the field had not been prepared so thoroughly for the portable typewriter salesman.

C. J. Goodman, of the Skinner & Kennedy Stationery Company, St. Louis, Mo., contributed to the "Y and E" Idea (Yawman and Erbe Manufacturing Company) an illustrated article on the filing and office equipment of the identification bureau of the St. Louis police department. These records are housed in steel files, and the equipment, like that of the chief of detectives' office, is of "Y and E" manufacture.

The Cutler Scroll (Cutler Desk Company) has come out in new form. It is four pages, 8½x11 inches, permitting ample space for illustrating the various items in the Cutler line and room for constructive articles and miscellany. The new form was selected after a post card questionnaire to Cutler dealers. Eighty-three per cent replies were received, showing intense interest in the house organ, and a fine standard of business courtesy among Cutler dealers.

O. R. Geuther told in Globe-Wernicke Doings—The Office Equipment Journal (The Globe-Wernicke Company) of the growth of the office furniture department of the Marshall-Jackson Company, Chicago, Ill. Mr. Geuther builds his salesmen from the ground up, taking on men new to the field and training them for effective and constructive sales work. The Marshall-Jackson Company was the first stationer in Chicago to organize an office furniture department.

The "Y and E" Idea (Yawman and Erbe Manufacturing Company) showed an unusual installation of steel shelving. The Central High school at Binghamton, N. Y., conducts a supply store for the pupils, and school books are displayed on steel shelving. A counter made of steel shelving units provides storage space underneath for various quick selling items. A cash drawer unit is included in the store, with 3x5 drawers for index cards on which are listed used school books left by students for resale.

Association

Special Libraries (The Special Libraries Association) commented on the increase in growth of books on business topics. In 1916 a list of 1,600 titles of business books was compiled. The list has increased to 2,600 subjects.

Making Markets (Sheet Steel Trade Extension Company) ran two pictures showing the effects of fire in an insurance office. It was located in a fireproof building, but so large a proportion of the contents of the office was flammable that great havoc followed the fire.

ESCO

The Original

ESCO is the original felt top chair cushion. Of course, there are imitators. Following the success of any product, substitutes come out. You can safeguard your sales in chair cushions, if you stick to the original. Be sure you stock ESCO.

ECONOMY SEAT COMPANY
1824 S. Albert Street
CHICAGO

Fits on side of desk, table, wall or over coin box. Beautifully finished in copper oxidized.

The "Telefo-Safety"

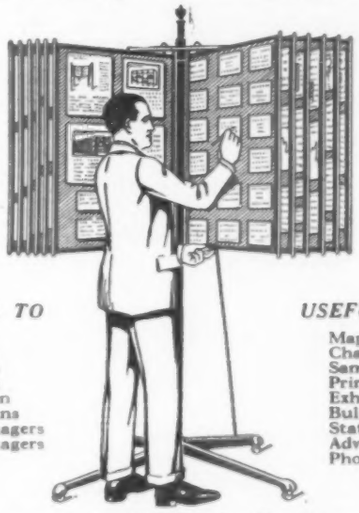
New! Patented Office, Store, Home Necessity

And now comes the Telefo-Safety holder to swell the profits of the wide-awake dealer. Where to keep the 'phone so it won't fall off or be in the way has been a puzzle and problem to millions of people for many years. The Telefo-Safety solves the problem quickly and inexpensively. Sells quickly because of its uniqueness and usefulness. Dealers appointed selling large quantities. Now installed in thousands of large Offices, Stores, Banks, etc., not only for telephones but also for electric fans. Write immediately for full particulars.

NATIONAL PHONE HOLDER CORP.
219 So. Dearborn Street Chicago

"Universal" Multi-Wing Displayors and Bulletin Boards

Are Used in Every Field of Human Activity



USEFUL TO
Realtors
Educators
Architects
Exhibitors
Traffic Men
Statisticians
Sales Managers
Office Managers

USEFUL FOR
Maps
Charts
Samples
Printing
Exhibits
Bulletins
Statistics
Advertising
Photographs

Write at once for 1927 Catalog No. 190 and New Office Equipment Distributor Plan

Universal Fixture Corporation
133-135-137 West 23rd Street
New York City

Stop THAT EVERLASTING Noise

with

The Smith Noise and Shock Eliminator

Made for L. C. Smith, Remington, Royal and Underwood typewriters.

When ordering state make of machine wanted for.

Saves repair calls, does away with desk drumming, makes typewriter more quiet and snappy.

The typewriter is quickly and automatically attached and as quickly removed, without tools, from the desk.

Sold at all offices of The L. C. Smith & Corona Typewriters, Inc. Ask for trial.

Dealers write for liberal proposition.

L. M. SMITH
303 Kellogg St. Syracuse, N. Y.

Two Popular Numbers

No. 1091B

No. 66

from our Distinctive Accessory Line of over Sixty pieces

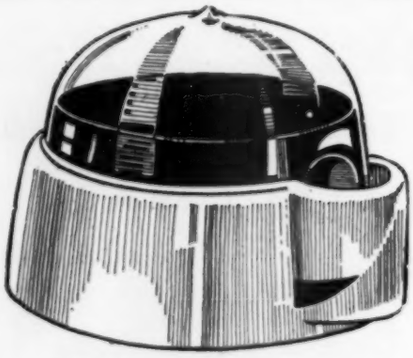
The Quigley Furniture Co.
Whitesboro, New York

Manufacturers of Desks, Matched Suites, Accessories and Tables

The ECLIPSE Time Stamp

Price $17.50 Good Discounts

A. D. JOSLIN MFG. CO.
MANISTEE, MICHIGAN



Under the Dome of

ECLIPSE PNEUMATIC INKWELLS

there is nothing to wear out —

Clear glass moulded into a patented shape makes Eclipse Pneumatic Inkwells the simplest but best-working inkwells on the market.

They look business-like, too, and sell on sight at a good profit to the dealer.

GENERAL ECLIPSE COMPANY
Dept. A.
DANIELSON, CONN.

Coles Copyholders Sell Easily

Because they have universal adjustments, take up no room on tops of desks, are foot or hand controlled, well built, thoroughly reliable, beautifully finished in Duco, and retail at a moderate price.

Coles Copyholders accomplish a real increase in stenographic efficiency, comfort and healthful posture.

Are You On Our Mailing List?

We are continually sending our dealers valuable sales helps.

It is our policy to let the dealers share with us in this business which has such profitable possibilities.

Thousands of satisfied users all over the world.

Made and Guaranteed by

COLES COPYHOLDER CORP.
45 West 34th St. New York City

Dealer

"Get the Other Fellow's Slant," said Bramwords (The Bramwood Press). To interest and sell a prospect the salesman must present his story in the light of the other man's viewpoint.

The fine tooth comb was recommended to business men by The Blank Book News (The Columbus Blank Book Manufacturing Company). Applied to business it stimulates new ideas and removes the barnacles of commerce.

The Franklin's Key (The Franklin Printing & Engraving Company) commented on two anniversaries celebrated by that business April 18. Forty years ago the business was started; five years ago it moved into its new store at 226-36 Huron street, Toledo, Ohio.

The Office Cat (The Richmond & Backus Company) paid its respects to the high flown, high pressure business letter. The conclusion, based on repeated tests, is that for a business proposition of any magnitude the straight appeal in business language brings the best results.

"Dirty Face," the song, was adapted by Good Impressions (Samuel H. Moss) to stress a line of band daters which do not cause "Dirty Hands." The item showed how easy it is to work with clean hands when "Crescent" daters are used, as the fingers do not contact with the bands when changing the date.

An advertisement in Common Sense (Corlies, Macy & Company, Inc.) suggested to readers that the company is prepared to repair or re-bind valuable books in the office or home library. A suggestion like this is welcomed by many who do not realize where to send such books, so that their lives can be lengthened.

Internal

"Woronoco Population to Increase," said the Strathmorean (Strathmore Paper Company). About 500 printers and paper dealers of New York will make a trip to the Strathmore mills in May.

The Dixonite (Joseph Dixon Crucible Company) announced that employes of the company's garage had presented a large American flag, which will grace the flagstaff on the lawn of The Dixon Club on national holidays and other festal occasions.

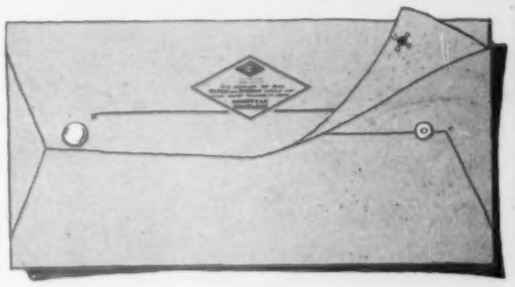
The Gill-O-Gram (The J. K. Gill Company) admonished the store staff that several classified mailing lists are maintained by the advertising department. Store employes and outside salesmen can help build up these lists by offering names of new customers and prospects.

Metal Office Furniture Exports

United States exports of metal furniture by countries during February, 1927. By the Division of Statistics, Department of Commerce:

Countries.	Filing cases. No.		Safes and cabinets, fire and burglar proof. No.		Bank and safety deposit vaults and equipment.	Other office furniture and fixtures.	Other metal furniture.
Austria	51	$2,548	...	...	...	$75	...
Belgium	1	14	...	...	...	133	$379
Czchoslovakia	22	1,550	...	...	...	90	...
Denmark and Faroe Islands	11	537	...	...	...	...	88
Finland	53	2,787	...	...	...	267	...
France	73	2,700	...	...	...	1,053	60
Germany	...	...	...	...	...	2,381	...
Greece	...	...	...	...	...	...	338
Irish Free State	2	89	...	...	...	...	...
Italy	301	22,024	...	...	...	267	...
Netherlands	133	4,175	...	...	...	1,076	26
Norway	46	3,346	...	...	...	20	210
Poland and Danzig	...	...	...	...	...	18	...
Portugal	...	...	...	...	...	53	...
Rumania	1	94	...	...	...	...	...
Soviet Russia in Europe	1	18	1	$250	...	...	...
Spain	93	3,391	...	...	...	101	50
Sweden	38	1,971	...	...	...	233	12
Switzerland	13	1,078	...	...	...	413	...
United Kingdom	158	4,537	...	...	...	1,814	13,634
Yugoslavia and Albania	...	...	...	...	...	...	10,962
Canada	425	15,743	129	9,254	$491	4,031	15,497
B. Honduras	...	...	...	...	...	...	38
Costa Rica	5	387	13	873	...	125	207
Guatemala	35	1,416	18	1,563	...	132	1,529
Honduras	2	120	1	224	...	150	135
Nicaragua	...	...	...	...	...	...	116
Panama	1	57	2	74	...	433	245
Salvador	...	...	8	316	...	...	923
Mexico	56	1,745	55	2,668	15,720	6,643	12,791
Miquelon and St. Pierre Islands	...	...	1	58	...	...	...
Newfoundland and Labrador	3	79	13	861	...	...	...
Bermuda	2	81	...	...	...	...	...
Jamaica	27	1,100	8	433	180	46	739
Trinidad and Tobago	10	416	1	200	...	...	...
Other British West Indies	...	...	2	167	...	...	1,500
Cuba	340	7,267	16	1,519	...	6,072	8,150
Dominican Rep.	6	185	6	219	...	...	32
B. W. Indies	1	55	3	93	...	...	130
Haitian Republic	28	1,307	...	...	...	54	96
Argentina	364	13,976	1	383	...	1,338	4,150
Bolivia	...	...	...	...	...	...	88
Brazil	148	10,904	1	198	...	3,370	559
Chile	108	4,652	3	301	...	41	2,419
Ecuador	1	23	6	242	...	...	330
Colombia	101	5,491	110	7,150	...	411	5,985
Paraguay	2	75	...	...	...	...	525
Peru	26	1,266	9	668	...	237	41
Uruguay	21	731	...	...	...	143	337
Venezuela	75	2,646	86	4,868	...	2,110	1,257
British India	47	1,207	...	...	...	...	518

AMESTYLE



Examine It First Then Decide!

Examine the new safety envelope. Note the ease of fastening—how it is locked without the use of sealing wax. An entirely new method, quick and positive. Every bank and investment company is a live prospect. Get samples first, then decide. Write us today.

AMES SAFETY ENVELOPE CO.
55 Sudbury St., Boston, Mass.

ENVELOCK

101 YEARS OF MANUFACTURING EXPERIENCE

This chair is No. C 3003 CXY

There is a side chair to match

A NEW SALES MAKER

THIS new H-W office chair has gracefully turned arms, a comfortably shaped back, and an easy-working trouble-proof mechanism. It is attractive and you will find it easy to sell.

Heywood-Wakefield
REG. U.S. PAT. OFF.

Baltimore, Md. Los Angeles, Calif.
Boston, Mass. New York, N. Y.
Buffalo, N. Y. Philadelphia, Pa.
Chicago, Ill. Portland, Oregon
Kansas City, Mo. St. Louis, Mo.
San Francisco, Calif.

WE OFFER THE FINEST LINE OF

CARBON PAPERS

QUALITY ALCO GUARANTEED

TYPEWRITER RIBBONS

EXCLUSIVE FOR THE DEALER AND STATIONER

Allen & Company

11-13-15 Vandewater Street
New York

BEACON FOLDING CHAIRS

Guaranteed for five years

Sold only by dealers

The Beacon dealership is profitable because you are protected in it. You don't have to compete with direct factory representation. Thus where you cultivate and make a sale, you and not someone else get the profit.

Beacon folding steel chairs are made in twenty-six types of upholstery and eleven colors. There is a kind for any surrounding.

Send for complete details today.

BEACON
STEEL FURNITURE CO.
1841 Carroll Avenue
CHICAGO

	Filing cases.		Safes and cabinets, fire and burglar proof.		Bank and safety deposit vaults and equip-	Other office furni- ture and fix-	Other metal furni-
British Malaya..	...	...	...	...	...	40	...
Ceylon	...	...	...	...	...	...	124
China	16	440	6	826	11,918	1,149	427
Java and Madura	18	515	...	...	...	1,208	...
Other Danish East Indies.....	...	...	1	562	...	75	..
Hongkong	...	...	1	100	...	...	...
Iraq	...	...	...	...	...	...	..
Japan, including Chosen.....	165	9,365	71	16,455	56	260	806
Kwangtung, leased Territory	...	...	7	350	...	...	...
Philippine Is.....	133	5,290	2	251	...	795	2,224
Australia	94	2,857	...	...	...	4,857	705
British Oceania..	1	16	...	...	...	...	...
French Oceania.	...	...	...	...	...	...	...
New Zealand....	50	2,075	1	63	...	1,018	636
British E. Africa	29	916	10	417	...	515	...
British S. Africa	12	656	...	...	...	2,370	243
Egypt	15	849	...	...	...	60	216
Liberia	2	135	...	...	...	...	13
Portuguese East Africa	...	...	...	...	...	216	...
British W. Africa	...	...	...	...	...	...	540
Total	3,376	$144,902	592	$51,606	$28,365	$46,093	$90,030

Shipments to Non-Contiguous Territories.

	Alaska.		Hawaii.		Porto Rico.	
Safes and vaults [Number]	5	$ 565	12	$ 1,563	8	$ 389
Other metal furniture and fixtures [Pounds]....	22,334	3,867	104,232	22,829	117,963	25,202

Carbons, Ribbons and Filing Supplies Exports

United States exports of carbon paper, typewriter ribbons, filing folders, index cards and other office forms in February, 1927. By the Division of Statistics, United States Department of Commerce:

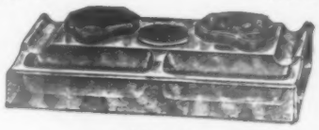
Countries.	Filing folders, index cards and other office forms.	Carbon paper. Pounds.		Typewriter ribbons. Dozen.	
Austria	.....	43	$ 25	.....	.....
Belgium	$ 374	317	390	504	$ 1,134
Czechoslovakia	75	.....	.....	.....	.....
Denmark and Faroe Is..	.....	210	140	241	664
Finland	.....	935	969	118	326
France	.....	725	571	889	2,817
Germany	.....	3,387	2,968	98	297
Hungary	.....	.....	.....	10	27
Italy	.....	1,403	820	1,124	2,383
Netherlands	192	1,382	1,084	490	1,473
Norway	.....	464	366	.....	.....
Portugal	.....	.....	.....	158	449
Rumania	25	.....	.....	.....	.....
Sweden	.....	1,157	1,633	469	1,601
Switzerland	.....	170	228	361	1,193
United Kingdom.....	1,364	10,341	8,289	1,969	6,454
Canada	4,565	13,941	7,138	1,873	5,620
British Honduras.....	.....	5	14	.....	.....
Costa Rica.....	.....	85	162	5	22
Guatemala	269	71	55	180	602
Honduras	652	.....	.....	24	82
Nicaragua	54	.....	.....	3	15
Panama	534	54	44	7	35
Salvador	.....	75	113	56	156
Mexico	636	6,248	5,111	1,908	5,900
Newfoundland and Labr.	34	.....	.....	4	33
Bermuda	67	.....	.....	.....	.....
Jamaica	151	89	82	21	79
Trinidad and Tobago...	.....	.....	.....	38	132
Other Br. West In.....	3	.....	.....	.....	.....
Cuba	505	3,438	3,263	1,071	2,915
Dominican Republic.....	252	53	64	33	79
Dutch West Indies.....	53	15	11	12	27
Haitian Republic.....	143	.....	.....	.....	.....
Argentina	1,670	1,024	1,092	806	2,341
Bolivia	84	443	552	.....	.....
Brazil	92	.....	.....	185	1,016
Chile	88	487	554	643	1,787
Colombia	912	814	713	182	624
Paraguay	33	.....	.....	.....	.....
Peru	183	390	419	99	387
Uruguay	47	.....	.....	55	473
Venezuela	208	1,351	2,050	41	203
British India.....	82	1,998	1,464	704	2,002
Ceylon	.....	125	81	75	213
China	72	2,017	1,284	126	314
Java and Madura.....	56	179	190	259	734
French indo-China.....	.....	.....	.....	40	99
Hongkong	.....	52	60	40	184
Japan, inc. Chosen.....	1,574	11,032	7,491	10	25
Philippine Is.....	.....	180	214	104	252
Australia	430	13,508	7,699	1,150	2,968
New Zealand.....	333	81	50	6	54
Abyssinia	.....	.....	.....	12	85
British South Afr.....	158	370	286	48	156
Egypt	.....	.....	.....	247	818
Liberia	50	.....	.....	.....	.....
Total	$16,010	78,669	$57,739	16,498	$49,250

If we could all do only what we like to do, I wonder who'd do the things that have to be done.—The Coach (published cooperatively by the Boorum & Pease Company, Eastern Manufacturing Company, C. Howard Hunt Pen Company and Sanford Manufacturing Company).

DEFIANCE INKSTANDS

No. 10

No. 20



No. 30

No. 50

"The House of Service"

DEFIANCE

SALES CORPORATION

72 Spring Street **New York**

Sole Manufacturers of the Genuine Gem, Jumbo Gem and Perfection Desk Calendars

ADD-A-UNIT PARTITIONS fit anywhere--*instantly*

Add-A-Unit Partitions for banks, offices, factories---wherever seclusive arrangement is desired, fit instantly. A pleasing, artistic layout is assured and without changing present furnishings.

The Add-A-Unit opens new fields to dealers without any outlay; sales are made from the catalog. Overhead is reduced and full profit assured.

Write us today.

ADD-A-UNIT PARTITION CO.

872 W. North Avenue
CHICAGO, ILL.

VICTORY

Victory Stamp Pads Are Quality Pads

Made of the best material and inked with Pure Rubber Stamp Ink. These pads are not surpassed by any other, and are made in the following Colors: Red, Black, Blue, Violet and Green.

Sizes

Junior	**Dimensions**	**2 x3¾**
No. 0	**Dimensions**	**2¼x3½**
No. 1	**Dimensions**	**2¾x4¼**
No. 2	**Dimensions**	**3¼x6¼**
No. 3	**Dimensions**	**4½x7½**
No. 4	**Dimensions**	**4 x9**

Sealing wax in various grades, sizes and colors.

Write for Price List

LUTHER INK & STAMP PAD CO.

East Park, Near Mulberry St. **Newark, N. J.**

MR. AUDITOR

Here is a sorting device that will sort any series of 1000 checks into 10's in one sorting.

In a recent test an inexperienced girl in 1½ hours sorted 1000 checks into correct numerical order.

Time your present method

On desk only when in use

No. 462

Space required for sorter 6x18 inches.
Windows and doors may be kept open and fan going.
Made in any size and indexed to fit your needs.
Catalog and full details upon request.

THE KOHLHAAS CO.

Manufacturers of

Instant Reference Files

183 N. Dearborn St. **Chicago, Ill.**

Made Specially
for
THE NEW YORK TELEPHONE COMPANY
Now carried as a stock pattern on account of its demand by other Large Corporations

The Marble & Shattuck Chair Company
CLEVELAND, OHIO
"Designed for Comfort and Built to Last"

WORK-A-DAY
Patent Applied for
PENCIL PAD HOLDER

Work-A-Day Pad Holder with Pencil to hold Plain Sheets; Bridge Sheets or Calendar Sheets.

Plain or Bridge Sheets
4x7 Plain or Bridge Sheets $2.00
4x7 Bridge Sheets, Gold Edge $2.50

Calendar Sheets:
5x8 — $2.50
4x7 — $2.00

KEITH CLARK INC.
113 Leonard St.
New York

LISTO PENCILS AND LEADS

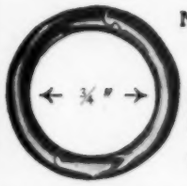
offer the most complete selection for commercial use. . . Heavy leads in eight colors. . . . Heavy black leads in four grades. . . . Thin colored leads include orange. . . . Copy leads for duplicate work.

PENCILS POPULARLY PRICED 50c each
Write for price list
LISTO PENCIL CORPORATION
Alameda, California

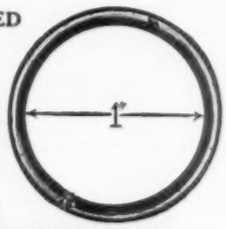
TRIOH Stapling Machines
DO MORE AT LESS COST

Combining:
A sturdy, non-Clogging Stapling machine,
A little wire stitcher for booklets,
A tacking machine.
Some exclusive territories available

Carl Maak
100 Gold St., New York



NICKEL PLATED BRASS
RINGS
WILL NOT RUST



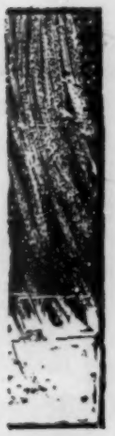
FOR LOOSE LEAF BOOKS
PAMPHLETS, BLUE PRINTS, ETC.

EXCELLENT ARTICLE TO HAVE IN OFFICES FOR BINDING DAILY REPORTS

The E. W. Carpenter Mfg. Co., Bridgeport, Conn.

WAIT! the New
Better Protection MEILINK BUILT SAFES
WATCH! for June Announcement

When you stock these Erasers, your line is complete —you have every kind of rubber that is likely to be called for.



When your customer asks for your best pens *he wants*

Esterbrook

the World's most popular pens

You know why ESTERBROOK PEN MFG. CO. CAMDEN, N.J.

Canadian Agents: BROWN BROS. LTD. *Toronto*

T2507

QUICK SELLER
TO THE OFFICE TRADE
KWIKSTIK
The Popular Adhesive
NO CORK—NO BRUSH
NO MUSS — NO FUSS

You will find the 50c Office Size a consistent repeater

Made in 4 sizes, retails at 10--15--25--50c

Kwikstik Company
3229 S. Ashland Ave., Chicago

MARKIT TICKET PRINTER
Every Store and Stockroom should have it

For printing price tickets, numbering bins, boxes, shelves, etc.

HOLDERS MAY BE FASTENED TO ANY ARTICLE OR SURFACE: wood, glass, tin, paper, etc., by means of a lasting adhesive material furnished. Made in two sizes. Write for prices and discounts to

HANS H. HELLESOE, 2444 Ainslie St., Chicago

ELSANE

The Desk Director

Simplifies the day's work by arranging it in an orderly manner. For complete satisfaction you should stock and recommend the Elsane Desk Director.

SAINBERG & CO., Inc.
77 E. 130th Street
New York City

COMBINATION PEN-PENCIL SETS

Welty's CHICAGO

HEXAGON RUBBER SETS

No. 28 HEX. "Power Point," Men's $11.00
No. 28 HEX. "Semi-Flex," Men's 10.00
No. 25 HEX. "Semi-Flex," Men's 8.00
No. 228 HEX. "Semi-Flex," Men's 6.00
No. 2208 HEX. "Semi-Flex," Ladies' 6.00

IN 3 COLORS
Mahogany — Red — Black
Gold Filled Mountings

All "Power" and "Semi-Flex" Points Guaranteed NEVER TO WEAR OUT

Send for these sets for graduation sales

Welty's CHICAGO

ROUND NON-BREAKABLE SETS

No. 28 Round "Power Point," Men's $11.00
No. 28 Round "Semi-Flex," Men's 10.00
No. 25 Round "Semi-Flex," Men's 8.00
No. 25-SR Round "Semi-Flex," Ladies' 7.00

All in genuine JADE color Gold filled mountings.

No. 22 Round Men's Set.... $4.00
No. 22-SR Round Ladies' Set 4.00
Made in a variety of 7 colors. Uses standard No. 2 pen points. Gold filled mountings.

DEALERS—JOBBERS
Write for further information.

WM. A. WELTY PEN CO., 36 So. State St., CHICAGO

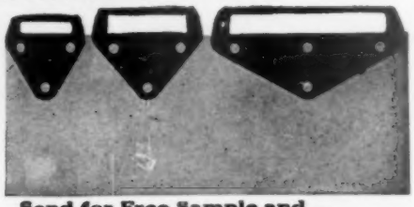
SIMONSON

For Vertical Letter Files, Ledger Check Files, Are

NONE GENUINE UNLESS STAMPED U. S. PATENT NO. 794,749 ON METAL TIP.

PATENTED METAL TIP GUIDES

Posting Trays, Card Systems and Indestructible



Send for Free Sample and Dealers' Discount

Roger A. Simonson & Co. MANUFACTURERS **122 S. Michigan Ave., Chicago**

NO-TARNISH

is a liquid that forms a transparent, colorless, flexible, non-porous and tough coating which holds the lustre of all polished surfaces, inside and out. Investigate.

NO-TARNISH PRODUCTS CORPORATION

50 Lispenard St. New York, N. Y.

Several Thousand Leading Bankers Use and Recommend

Easy Snap Collapsible Storage Files

41 stock sizes

A size for every document

Lowest Prices

Made of corrugated fibre board, with patented snap fastener arrangement for closing, eliminating use of extra parts. Is absolutely dust proof.

We solicit your inquiries

Strayer Coin Bag Company, New Brighton, Pa.

Manufacturers of Banking Supplies

AZORA

Azora air cushions and twirlers, two highly practical accessories, are making typewriting easier for thousands of users. Sales, both new and replacement, are large. Write for prices and discounts.

AZORA RUBBER CO.

54th and 20th Streets, CICERO, ILLINOIS

Above THE AZORA TWIRLER RING

Below THE AZORA AIR CUSHION (Cross-Section View)

PAT. DECEMBER 21, 1915

BOEHNER IMPROVED CARD HOLDER

The Boehner Improved Card Holder requires no expensive perforated or bound cards. It keeps your cards clean; it holds one card securely as well as a full case of cards.

When a card is withdrawn the others are not only held in place but are kept on the bottom of the holder.

Furnished in twenty-eight different sizes; bound in imported morocco; metal parts highly nickel plated.

In writing, please mention "Office Appliances."

Improved Boehner Binder Co.

142-144 Fox Street Aurora, Illinois

We manufacture Leather Novelties only and are not Engravers.

Visibility — Speed — Endurance

WALES

Adding and Listing Machines

PETERS

Adding and Listing Machines

ALLEN

Calculator

Models to meet every figuring need

ALLEN-WALES CORPORATION

233-245 Spring Street NEW YORK

COIT'S BALL-BEARING LETTERING PENS

DEALERS—Send for our Counter Display of 12 Pens on 30 Days' TRIAL at Our Expense

For School Students ARTISTS Salesmen Real Estate Agents Draughtsmen Architects and Storekeepers

Thousands of Satisfied Users

Easy to Make with Coit Pen

Manufactured by

THE BRIDGEPORT PEN CO.

BRIDGEPORT, CONN., U. S. A.

Salesmen!

If you can sell Visible Equipment; if you seek adequate earnings, a permanent connection and a chance for growth write us. Our present force is operating successfully and enthusiastically under the plan. Give us a complete story.

Address K-38 care Office Appliances
417 South Dearborn Street, Chicago

a Bang-up Opportunity

MARS PENCILS

Moon, Globe Trotter, Luna
Times, Half Moon, Memphis
Tribune, Gladiator, Multator
Moonlight

J. S. STAEDTLER, INC.
53-55 WORTH ST. NEW YORK

STAEDTLER PENCILS SINCE 1662

Put CANODE Duplicator Supplies on Display

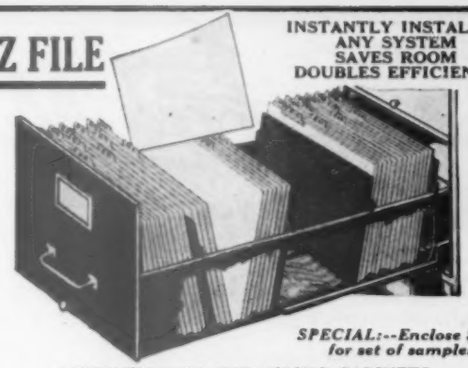
Live sales managers are developing winter business now with circulars, price-lists and all sorts of duplicating machine products. Invite them to obtain their supplies from you; let us show you how to make an interesting display of CANODE Inks, ribbons, stencils, etc. Write us.

Canode Ink Co.

3005 Carroll Ave. Chicago, Ill.

EZ FILE

INSTANTLY INSTALLED
ANY SYSTEM
SAVES ROOM
DOUBLES EFFICIENCY



SPECIAL:--Enclose $1.00 for set of samples

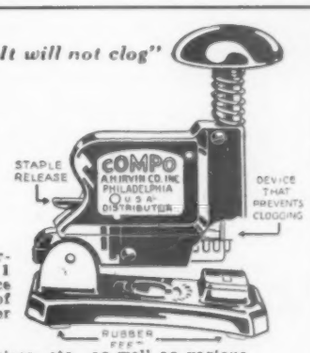
A NEW WONDER FOR FILING CABINETS
BIG SELLER—LIBERAL DISCOUNT
E. H. PENNING (Mfr.) SPENCER, Iowa

"cOMPo—*It will not clog*"

NON-CLOGGING
PAPER STAPLING
MACHINE

Incorporating New and Outstanding Features

The STAPLE RELEASE permits the use of both No. 1 and No. 2 staples. A device that doubles the utility of this already preferred paper stapling machine.



Write for literature, prices, etc., as well as various other attractive offerings now ready

A. H. IRVIN COMPANY, Inc.

331 Madison Avenue New York City, N. Y.

Typewriters from Philadelphia

We are able to serve you with a complete stock of typewriters—rebuilt and in the rough.

Write us of your requirements and we promise prompt and efficient service.

BUNDY TYPEWRITER CO.

"Wholesaler of Philadelphia"
N. W. Cor. 10th and Chestnut Streets,
Philadelphia, Penna.

The New Improved
KLEENZWELL
TYPEWRITER BRUSH
RETAILS AT
50¢

The only brush that thoroughly cleans all parts of TYPEWRITERS, OFFICE APPLIANCES AND DEVICES. Typecleaning end made of stiff China Bristles. General cleaning end made of soft substantial Camel Hair. An attractive colored display card with each order. Big profit to dealers. Write for interesting prices.

ARTHUR W. HAHN Dept. A

32 Years of Brush Manufacturing Experience.
195-201 Lafayette Street, New York

Steel-Strong

TUBULAR COIN WRAPPERS
GRADE A NO. 1 STOCK
HEAVY WEIGHT BEST QUALITY

Dealers

Carry these wrappers in stock

Best for machine filling, handy for hand wrapping; easy to sell.

Write for
Salesman's Sample Case

The C. L. DOWNEY CO.

941-943 CLARK ST.
CINCINNATI, OHIO.

WEIGEL
Gold Pen Points

are leaders in the trade, known for their perfection and first quality. Your trade gets 100% satisfaction if you use Weigel pens. You can unhesitatingly guarantee any pen point made by us. We back up our product.

Highest Grade Pen Points for the repair trade. Imprinting done on quantity lots—all standard weight and size—Manifold, Accountants and Special Points.

Send today for samples and prices. You'll be glad you did.

E. O. WEIGEL & SON
587 South Tenth Street Newark, N. J.

THE COLYTT "REDI-ROLL"
TELEPHONE MEMO

A neat, compact writing shelf, with paper roll, for attaching to the telephone stand—for memorandums.

Has continuous writing surface for standard paper roll. Sharp cutting edge for tearing off.

Takes up small space, leaving room for hand grip on telephone.

Easily attached.

Nickel and black finish.

PRICE $1.00

Dealers Write for Discounts

THE COLYTT LABORATORIES (*Engineering*) 565 W. Washington St. Chicago, Ill

THE Insertograph
AUTOMATIC MAILING MACHINE

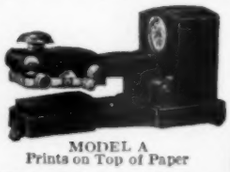
Will Gather, Fold and Insert several pieces of mail into envelopes up to 5000 per hour.

Some dealer territory still open

INSERTOGRAPH CO., *Waukesha, Wis.*

THOMPSON TIME STAMPS

Record the hour and minute A.M. & P.M., firm name and character of the transaction—such as Received, Sent Out, Started, Finished, etc.



MODEL A
Prints on Top of Paper

MODEL B has the Thompson one-piece bed plate.

TELLS WHEN THINGS HAPPEN

Special Seth Thomas Movement with Jeweled Balance. No soft metal used in construction. Used by prominent firms all over the world.

Repeat orders will follow the first sale. Write for folder 5

THE THOMPSON TIME STAMP CO., Inc.
100 Church Street New York, N. Y.

WINNING OVER OLD RIVALS!

INK-OUT MFG. COMPANY, 15 Label St., Montclair, N. J.

BRISTOW RADIAL DISTRIBUTORS
MAIL SORTING MADE EASY

For speedy sorting of incoming mail, for dividing finished correspondence preparatory to filing, for keeping pending matters, incoming mail, "dictate," etc., on the correspondent's desk, BRISTOW Distributors offer an exceptional service. No guides to tilt or fumble with—every compartment always open. Made in four sizes. STATIONERS—let me send you full information.

Model No. 1

STANLEY R. BRISTOW
22-24 Central Ave.,
West Orange, N. J.

DEALERS WANTED

for a patented typewriter cushion key, with advantages and merits no other key possesses. You'll get MORE key business by selling

The Master Key

(No rubber to wear out)
Write for Samples and Prices.

Speed Key Mfg. Co., Inc.
29 Columbus Place
Brooklyn N. Y.

The Featherweight Eyeshade

is constructed to protect the wearer's eyes from glaring artificial or natural lights or brilliant reflections. Durable, hygienic, adjustable, light weight. Where it touches the forehead, the celluloid is **curled**, presenting a **smooth surface**.

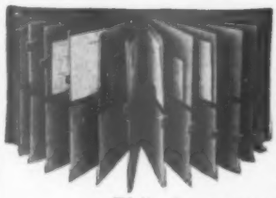
The FEATHERWEIGHT EYESHADE CO.
Merchantville, N. J.

Quick Sellers—Big Money Makers

HORN

"Instant" Desk *and* Handy Files

Their pocket pages keep papers in order but instantly accessible, indexed A to Z, 1 to 31, or specially classified by celluloid covered, removable index tabs.



Idea Books

with pasteless pocket pages for news clippings, striking advts., etc. The storehouse for valuable ideas, instantly accessible.

Albums for Every Purpose

Autograph, Camera, Portrait, Postcard, Disc Record, Greeting Card, Memory, School Day Memories.

Scrap Books — Games
Double Dummy Bridge Boards

Write for prices and special discounts

W. C. Horn, Bro. & Co. Est. 1846 **200 5th Ave., New York**

CLAR-O-TYPE

THE WONDER TYPE CLEANER

Brings Repeat Business

Assures neat, clean typing and carbon copies. Just apply with dauber and the type is cleaned instantly. Does not evaporate.

We furnish free advertising aids to our dealers.

Individual bottles to retail at 50c and 75c. Also pints, quarts and gallons. Liberal discounts to dealers. Write us today.

THE CLAROTYPE COMPANY, Inc.
16-F Hudson St. New York

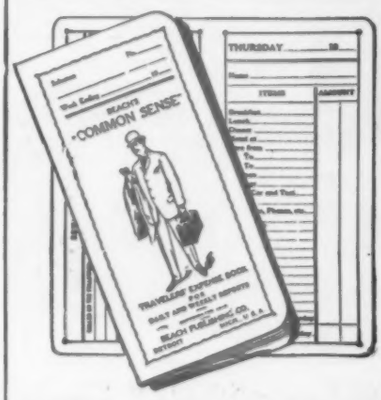
GUIDES

Celluloid Index Guides
Metal Tip Guides

We manufacture a high grade line of filing supplies. Our equipment enables us to give prompt, satisfactory service on special card work. An investigation will reveal the profit possibilities this line offers you.

We do not sell to consumers direct.

DACO GUIDE COMPANY
154 Pearl Street Boston, Mass.



Beach's Common Sense Expense Book

Travelers' Weekly
Travelers' Monthly
Personal Expenses
Radio Record

Send for Samples

Beach Publishing Co.
750 Book Building
DETROIT - MICH.

IMPROVED READEASY

"Unexcelled for service in busy business offices"

Made in four standard sizes:

Desk stand	$3.00
With line guide	4.50
Elevated	3.50
With line guide	5.00

Liberal trade discount. All READEASY Copyholders shipped ready for immediate use. No adjustments necessary. Not a screw on them. Standards collapsible. Fixtures of brass and aluminum and are not affected by weather conditions.

Here is a fine, salable article. Sold at a remarkably low price.

***Address* READEASY**
223 Grand Ave., West. Highland Park
DETROIT U. S. A.

BERNARD No. 140
Adjustable PAPER PUNCH

For cutting ¼" and ⅛" round holes in loose-leaf sheets etc. Maximum depth of jaw, 1"; adjustable. 6 to a carton. Write for prices.

THE WM. SCHOLLHORN CO.
414 Chapel St., New Haven, Conn.

LEON ISAACS & CO. **GLUCINUM PENS**

TURNER & HARRISON **SILVER-ALLOY PENS**

The Slickest Pens Ever Made

SPECIAL IMPRINT PENS
FOR THE TRADE

LET US QUOTE OUR PRICES

Established 1876

The Turner & Harrison Pen Mfg. Co., Inc.
FALCON PEN WORKS
Illustrated catalog on application. PHILADELPHIA, PA.

A.W. FABER Thin COLORED LEADS

Red, Blue, Green, Purple, Yellow and Brown
THE TRIUMPH OF EXPERT LEAD MAKERS

No other lead in the world is like it.

Into this brand is concentrated the skill and experience of the oldest lead mills in existence.

ORIGINAL — DURABLE — UNIFORM

Remember: Sufficiently firm to withstand writing pressure

A. W. FABER, Inc., Newark, N. J.

"Pencil Factories Established in 1761"

ALL business men wish to telephone without being overheard —

The "WHISPER-IT"
sanitary telephone mouthpiece

enables them to do this.

Instantly adjusted—of glass—easily cleaned. Hundreds of dealers have already found this little item a sure seller and a good profit maker. A display card on your counter does the trick. A card of ten $6.00.

Try this out in your mail by use of our stuffer order cards. A request will bring you a supply imprinted.

THE COLYTT LABORATORIES 565 W. Washington St.
(Engineering) Chicago, Ill.

POLK'S REFERENCE BOOK
For Direct Mail Advertisers

Shows how to increase your business by the use of Direct Mail Advertising. 60 pages full of vital business facts and figures. Who, where and how many prospects you have. Over 8,000 lines of business covered.

Write for your FREE copy.

R. L. POLK & CO.
Detroit, Mich.
445 Polk Directory Building
Branches in principal cities of U. S.

A superb time stamp with great strength, accuracy and graceful beauty. Its light weight makes it handy, its sturdy, scientific construction makes it practical, and its low price makes it economical. Easy sale is assured, and the user's approval is certain because the Hercules stands up under hard wear and even abuse does not harm it.

HERCULES

Dealers Discount

Write us for complete descriptive literature

COLONIAL ENGRAVING CO. 137 Federal Street BOSTON

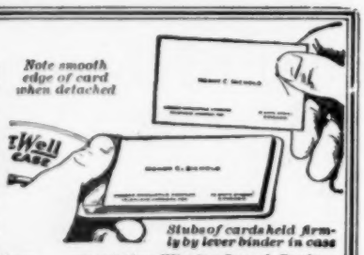
Precision Platens

for Typewriter, Multigraph, Adding Machines.
Recovered with best Goodrich Black Rubber.
Guaranteed accurate and true to center.
Delivered free in U. S, 30 Years' experience.

Special bargains in complete platens

Bushnell Mfg. Co.
331½ S. Spring St. Los Angeles, Cal.

They Almost Sell Themselves



WIGGINS Patent Scored Cards and Wearwell Lever Binder Card Cases have an instant appeal. Business men like their neat appearance and appreciate their economy.

The Wearwell Case holds the cards firmly, keeps them always fresh and clean, and practically eliminates waste from spoilage. Though firmly held, the uniform scoring of Wiggins Cards makes detaching easy and insures a smooth, straight edge.

Progressive printers everywhere are printing Wiggins Scored Cards and reaping an extra 50% profit that helps materially in reducing overhead costs and in increasing the total gross profit of their business. You can do the same.

Write for samples and prices today.

THE JOHN B. WIGGINS CO.
1157 Fullerton Ave. CHICAGO, ILL. 705 Peoples Gas Bldg.
Wiggins Patent Scored Cards :: Wearwell Lever Binder Cases

The jar experienced while riding in an automobile running on hard rubber tires was finally overcome by the air-cushion tire now in use.

Similarly, the shock to the tender nerves running down the arms to the finger tips is overcome by our all-rubber air-cushion key caps.

Patented **MAGIC TOUCH** Jan. 4, 1921

Magic Touch key caps clean up like new by using damp cloth and little soap. When in search of something better, look up Magic Touch. Guaranteed for one year.

The Park Company, 19 Park Place, New York City

No. 685 STEEL INK ERASER

We also Announce

a brand new item—No. 699J—an eraser with handle of jade "ivorite"—Made to match your desk sets—also in red and blue—A snappy number. A picture cannot do it justice, so we suggest a trial order—you'll be surprised at its quick sale.

MILLER BROS. PEN CO.
305 Broadway, N. Y. Meriden, Conn.

Display Easel showing 12 colors

Moore Card Index Signals

100 one color in Metal Box $..95
1000 Signals $8.50
12-25c Metal Boxes (20 to box) Dealers $2.10

Send for illustrated folder in colors. Price List and quantity discounts.

Moore Push-Pin Co.
(*Wayne Junction*)
Philadelphia, Pa.

Most **Maptacks** used are **MOORE** uniform metal heads with sharp needle-like points. Samples on request.

WAIT! the New MEILINK

Better Protection

BUILT SAFES

WATCH! for June Announcement

TIP TOP PAPER CLIPS

Less Resistance in Selling Tip-Tops Means Quicker Turnover!

Hundreds, thousands, millions, always the same dependable quality—that's why they satisfy. Made of pure brass — superfinished. Priced for quick turnovers and liberal profits.

Tip Top Mfg. Co., Inc.
SYRACUSE NEW YORK
Canadian Agents: BROWN BROS., Ltd., Toronto

"Every Desk Needs a Dozen"

A Paper Clip — STEELGRIP THE MASTER CLIP — With 100 Uses

Two Sizes
3¾" retails @ 50c per dox.—5½" retails @ $1.50 per doz.

Order a few dozen and see how everyone in the office will want them

L. D. VAN VALKENBURG CO., Holyoke, Mass.

TRINER
ALL-MAIL COMPUTING SCALES

4 and 8 Pounds Capacities

are giving the same efficient service as the well known **Triner Parcel Post Scales** used daily in 52,000 U. S. Post Offices.

Write us your requirements.

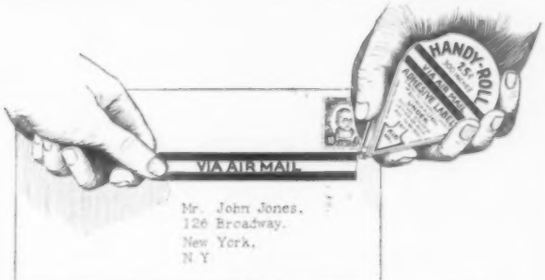
TRINER SALES CO.
53 W. Jackson Blvd., Chicago, Illinois

Capacities: 25-50-70 lbs.

BERNARD No. 140
Adjustable PAPER PUNCH

For cutting ¼" and ⅛" round holes in loose-leaf sheets etc. Maximum depth of jaw, 1"; adjustable. 6 to a carton. Write for prices.

THE WM. SCHOLLHORN CO.
414 Chapel St., New Haven, Conn.



THE NEW HANDY-ROLL AIR MAIL TAPE
Printed in official red, white and blue colors

HANDY-ROLL COMPANY
No. 2 Prince's Court, Fruitvale OAKLAND, CALIF.

Markilo
CELLULOID ENVELOPES

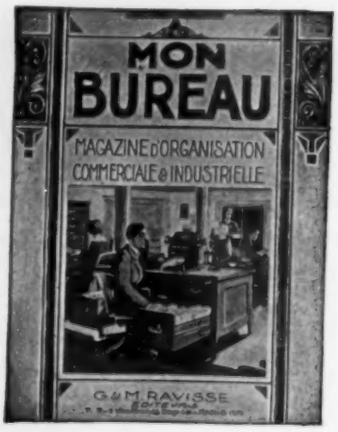
have chemically united edge seam, thin, flexible, transparent—with no stitching, folding or binding. They protect and keep in presentable appearance your cards, passes, pictures, price lists, maps, work sheets, samples, etc.

PUNCHED IN ALL SIZES FOR LOOSE LEAF RING BOOKS

There's a nice profit for Stationers with the Markilo line. Many already carry them. Write for sample and proposition.

Markilo Co., Mfrs., 934 W. 63d St., Chicago, U. S. A.

"M. B." To us "M. B." stands for "MON BUREAU" To you "M. B." stands for "MORE BUSINESS"



This magazine has been in France the pioneer of modern business methods; it is the reason why it has gained so high a reputation among the most progressive business men of this country.

If you advertise your goods in M. B. you are sure to reach the very public that is interested in your goods: office furniture and general modern office equipment of every description. Not only will your ads be read by a large and sympathetic public but your copy stands every chance of being believed, as M. B. in its capacity of an expert in sound business methods has won the confidence and affection of its readers.

If you want to appeal to the most progressive French firms, M. B. is the very medium for your advertising. You need not apply to any other. Just concentrate in M. B. Remember that its initials stand for "MORE BUSINESS" for you and write today for a free copy of this live wire publication.

The Advertising Manager

"MON BUREAU"

186, Faubourg St-Martin **PARIS Xème Arrt. (France)**

Important for All Dealers and Importers

JUST PUBLISHED

Office Appliances Directory for 1927

Contains in clearly arranged form about 6500 names and addresses of German Office Appliances and Stationery Manufactures.

The largest and most reliable reference book for every dealer and importer for office appliances and stationery. The fact that thousands of enquiries demanding manufacturers' addresses for certain goods reach us from all countries in the course of each year, confirms the great value and the necessity of this new and valuable directory.

Price $3.00 post free—Payment with order

Büro—Bedarf—Rundschau

Berlin-Charlottenburg 5 [Germany]

Let SYSTEM be Your Salesman in GREAT BRITAIN

Every concern that sells a product or service for business men can cover the Business Field of Great Britain through SYSTEM—the British Magazine of Business.

Statistics show that more than 6,000,000 workers are employed in Industry by the Business Men of Great Britain. To employ these profitably, Business Men must buy millions of tons of raw materials, employ every modern method of transport and use immeasurable quantities of machinery and equipment.

In addition to this substantial home market, Great Britain does an enormous overseas trade in the Eastern Hemisphere through her highly developed export organization.

Thus by covering Great Britain, you reach at the same time these rich overseas markets.

If you have anything to sell to the Business Buyers of Great Britain, whether it be works or office equipment, transport facilities or a business service, you can cover the entire market by advertising in SYSTEM—the British Magazine of Business.

To American Manufacturers interested in the British Market, the SYSTEM Service Department offers information and advice free of charge and will report on local conditions entirely without charge or obligation.

SYSTEM

The Magazine of Business

43-44 SHOE LANE
LONDON, E. C. 4

ARE YOU?

Are you interested in trade doings in

GREAT BRITAIN?

If so, there is only one way of keeping abreast of the times and that is by the regular monthly receipt and perusal of the

BRITISH STATIONER

—a monthly journal for the Stationery and Allied Trade whose editorial pages are unique for news, instruction, originality and general interest.

SEND US THIS COUPON

To the Proprietors THE BRITISH STATIONER, Avenue Chambers, 4 Vernon Place, Southampton Row, LONDON, ENG.

Send to the address below FREE SPECIMEN COPY of "The British Stationer" for examination.

Name .....
(Please attach your business card or letterhead)

Address .....
.....

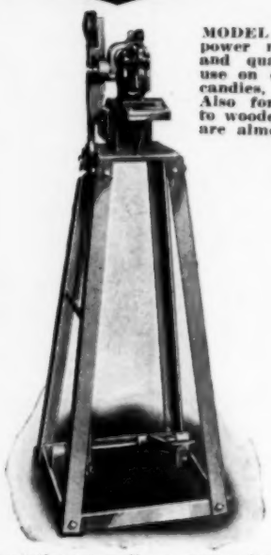
Date.....

"The Best in a Clinch" *MAKES ITS OWN STAPLES* *Automatically, 5000 Without a Stop*

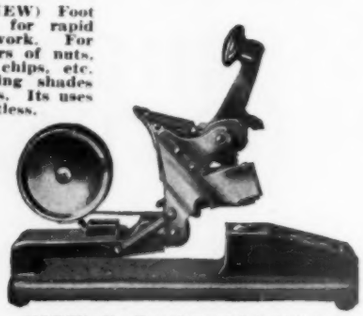
PAPER EVEREADY FASTENERS

MODEL D—Automatic, standard office size, finished in nickel and with rubber silence posts; weighs two pounds.

MODEL F—(Giant size) capacity two to forty sheets, weighs nine pounds.



MODEL FP (NEW) Foot power machine for rapid and quantity work. For use on containers of nuts, candies, potato chips, etc. Also for fastening shades to wooden rollers. Its uses are almost limitless.



MODEL K—Regular model "D" tape used, cast arm and base, gray enamel and nickel plate finish; heavy springs, rubber silence posts. Six inches stapling range; can be operated rapidly with best results. Stands firmly, will not clog. Weight six pounds.

"Selling this Kind adds to your reputation as well as your sales and profits." Leaflets supplied.

EVEREADY MFG. COMPANY OF BOSTON

The Modern and Better Way of Stapling

F. A. Burnham, Jr., Gen. Sales Manager, 50 Church St., New York City
Factory, 34 Southbridge St., Worcester, Mass.

The Result of Long Experience and Knowledge of Requirements

THE LINE OF LOWEST ULTIMATE COST

Dependability

There is an invaluable factor of prime importance in making one product superior to another.

It is not just a matter of certain prescribed materials and methods, but it is that constant feeling of responsibility to one's customers that prompts the utmost effort to justify their confidence and good-will.

It is bound to find expression in the quality, uniformity and price of the goods, and in the dependability of service.

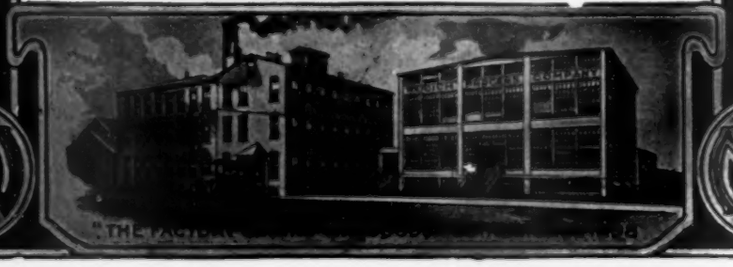
Paramount to the certainty of supplying the best quality for each purpose lies this consistent dependability at all times. It is not only the goods and facilities, but the spirit back of them that counts.

It is found in the "Line of Lowest Ultimate Cost."

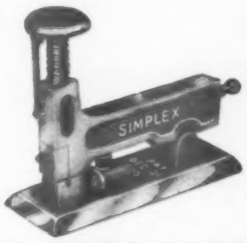
NEIDICH PROCESS COMPANY

Burlington NewJersey U.S.A.

"The Line of the lowest ultimate cost"



Designed for office work and stapling samples together.



The ideal desk paper fastener. Neat and efficient.

Every Office Appliance Salesman

can increase his sales by recommending the Acme Staple and Binding Device for each desk. It is unequalled for fastening documents, papers, invoices, correspondence, firmly and neatly. Sheets are kept firmly together, without possible separation by a staple which can be easily removed, if required, without damage.

The Acme are the only staple binding machines made complete from the raw material to the finished product, in our own factory, and are fully guaranteed. Banks, Law Offices and Commercial Houses of all descriptions, need the Acme Staple Binder for fastening documents, legal papers, contracts, correspondence envelopes, packages, etc.

Stationers desirous of increasing their trade in Stapling devices, and supplies will be given every assistance and cooperation.

Write for booklet and complete description of all our models—literature for distribution among your trade supplied with your name and address.

Used by insurance companies, lawyers, corporations, etc., for vouchers, documents, etc.

Acme Staple Company

1643-47 Haddon Ave., Camden, N. J.

Paperoid

TRADE MARK REG. U. S. PAT. OFF.

DURABILITY is not an accident. It must be planned in advance and built in the finished article by the use of certain materials and a construction developed by experience.

Any substitution to influence price is invariably a compromise with durability.

Bushnell's Wallets and "Vertex" Filing Pockets are durable. They are carefully constructed of "Paperoid"—a material made of hemp rope fibres. Nothing compromised and nothing accidental. Just satisfaction and real value.

THE ALVAH BUSHNELL COMPANY

925 Filbert Street,
PHILADELPHIA

TERRELL

An Extra room at Low Cost

FOR

—OFFICE
—FACTORY
—WAREHOUSE
—STORE
—SCHOOL
—HOTEL
—HOME
—APARTMENT
—GARAGE

No. 212 Storage Cabinet
Size—78 in. High, 36⅛ in. Wide, 18 in. Deep

A STYLE FOR EVERY REQUIREMENT
A SIZE TO MEET EVERY NEED

Dealers who handle Terrell Storage Cabinets can create a demand and open new fields for profits by demonstrating the many new and usually unthought-of possibilities and uses of a steel storage cabinet.

INDESTRUCTIBLE—FIRE-RESISTING—ATTRACTIVE

TERRELL'S EQUIPMENT COMPANY

GRAND RAPIDS, MICHIGAN

A noiseless office means a more efficient office.

THE INEVITABLE TYPEWRITER

THE Model 6 Remington-Noiseless Typewriter renders a kind and character of service entirely beyond the range of any other writing machine.

It has every standard operating feature. It is notable for its light touch, swift and easy action, capacity for heavy manifolding, and the uniform excellence of its work. And in addition to all of these advantages it confers on every user the priceless boon of quiet.

Business efficiency and human nerves unite in their present-day demand for noiseless typewriting, and the Model 6 Remington-Noiseless is the one and only writing machine which supplies this need.

REMINGTON TYPEWRITER COMPANY
Division of Remington Rand, Incorporated
374 Broadway *Branches Everywhere* New York

NEW REMINGTON-NOISELESS

WITH 4-ROW STANDARD KEYBOARD

Drive Home The Facts!

Show your product!

Display it to people who are interested!

Demonstrate how and why it is good!

Explain the advantages of your service!

Do it effectively and economically—
at the

NATIONAL BUSINESS SHOW

New York, October 17th to 22nd, 1927, inclusive
In the New Madison Square Garden

Chicago, November 14th to 19th, 1927, inclusive
In the Stevens Hotel Exhibition Hall

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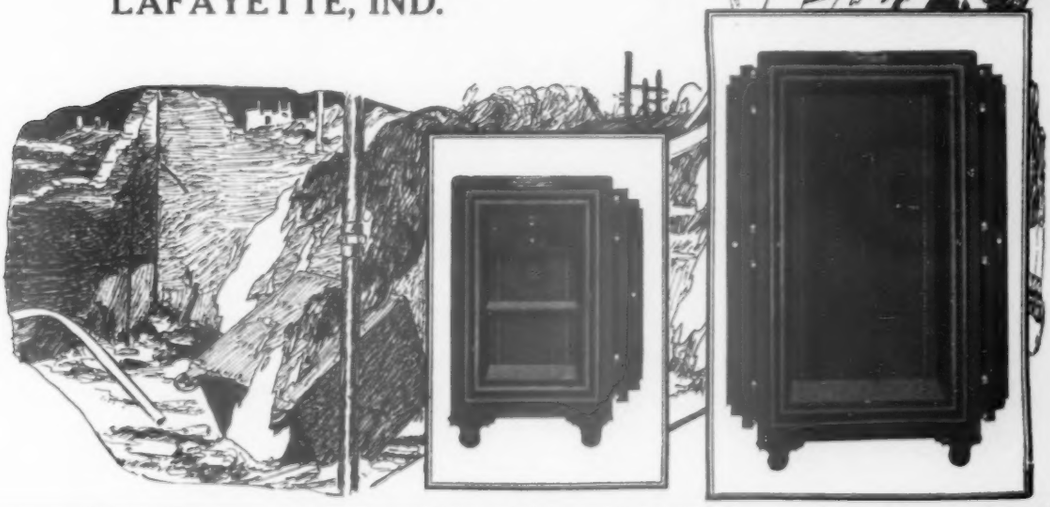

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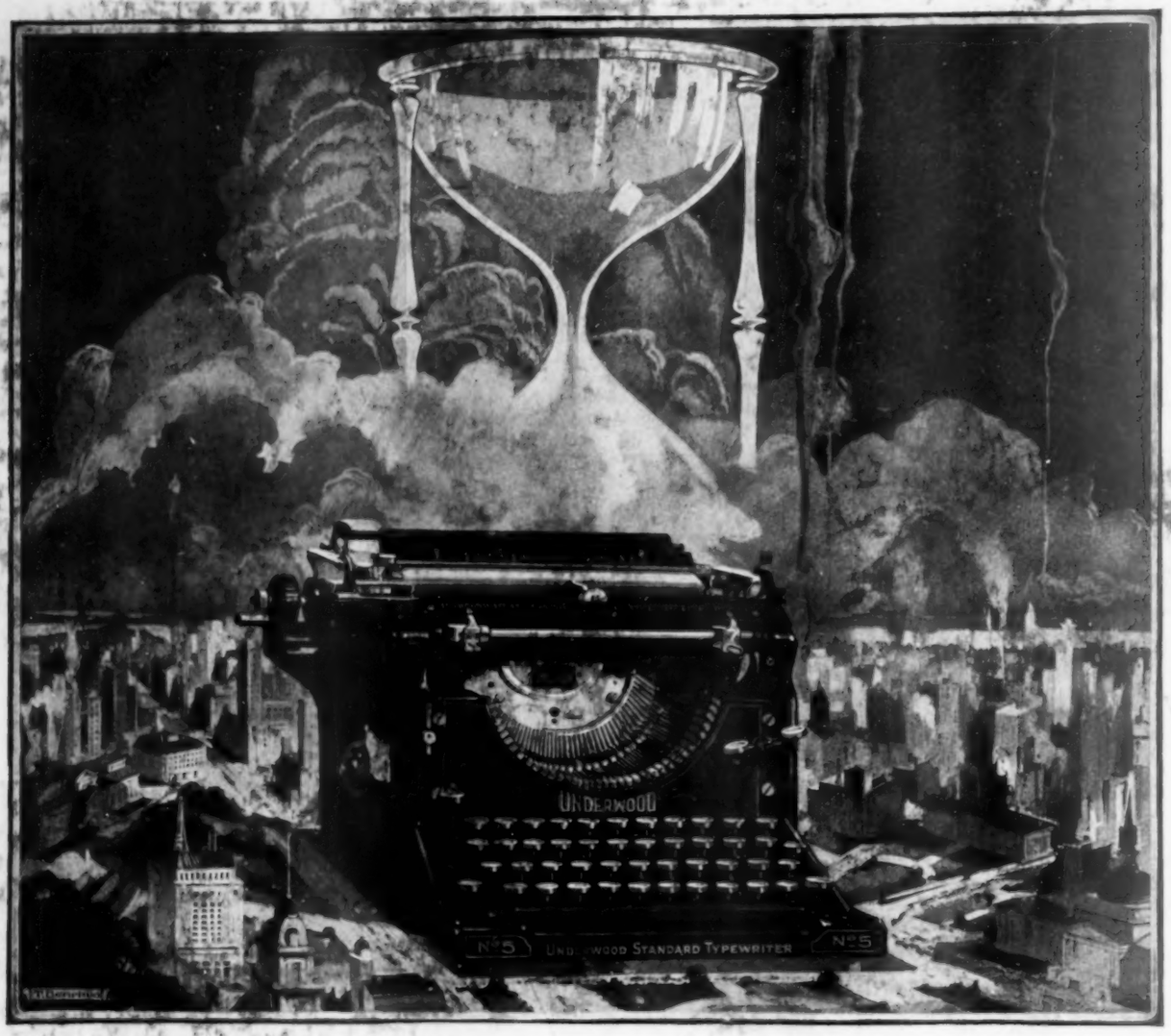

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